OIPE IAP54
FEB 09 2006
PATENT & TRADEMARK OFFICE

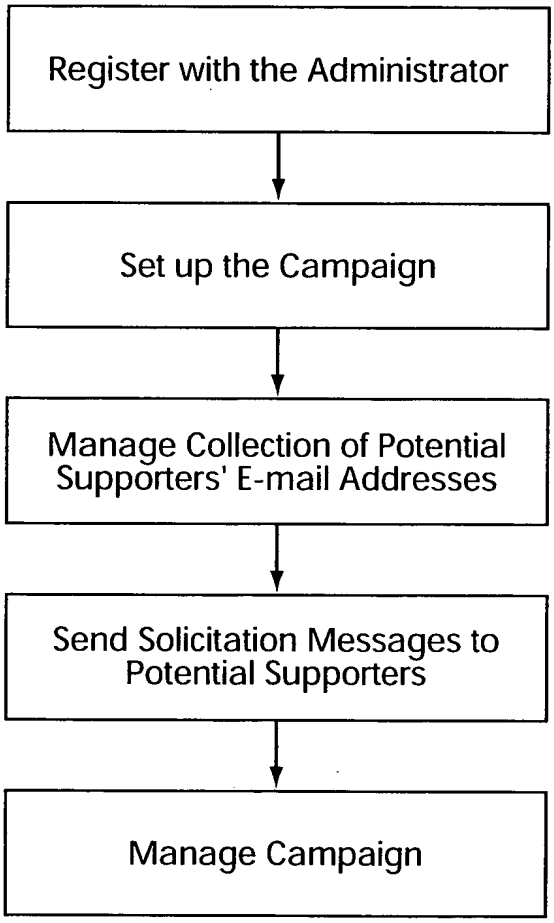


FIG. 1

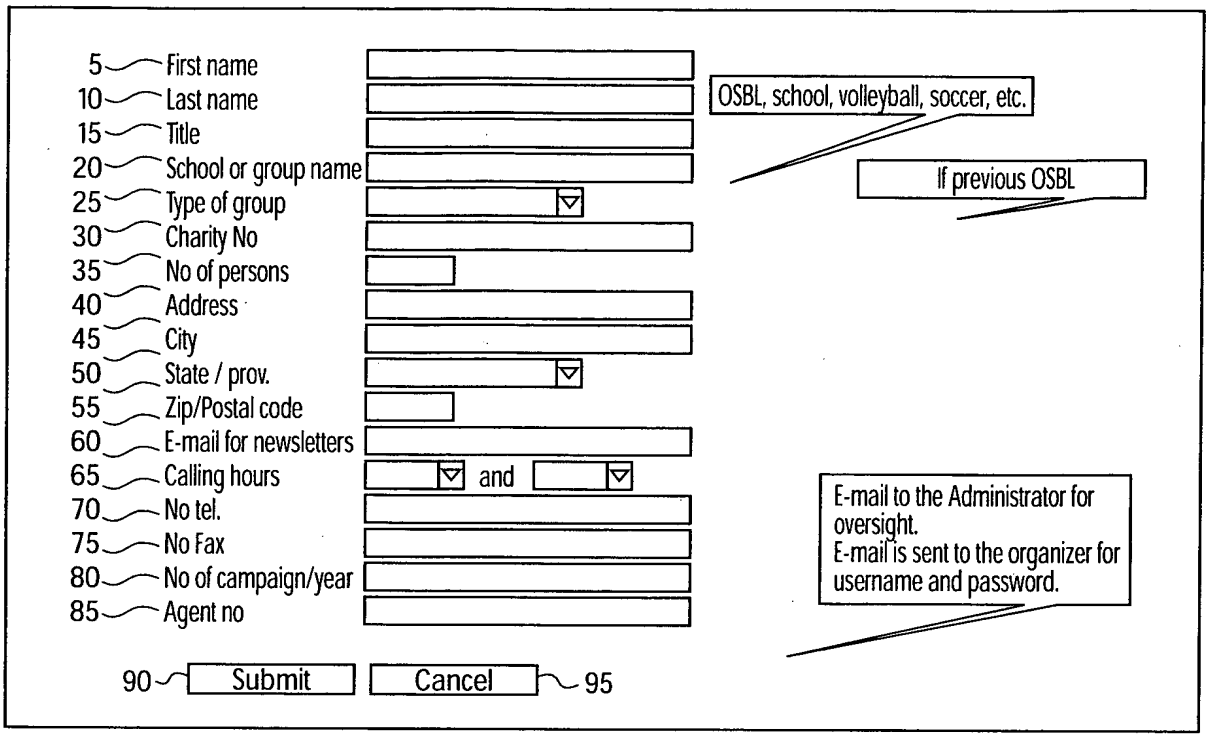

5 First name
10 Last name
15 Title
20 School or group name
25 Type of group
30 Charity No
35 No of persons
40 Address
45 City
50 State / prov.
55 Zip/Postal code
60 E-mail for newsletters
65 Calling hours
and
70 No tel.
75 No Fax
80 No of campaign/year
85 Agent no
90 Submit
Cancel 95
OSBL, school, volleyball, soccer, etc.
If previous OSBL
E-mail to the Administrator for oversight.
E-mail is sent to the organizer for username and password.

FIG. 2

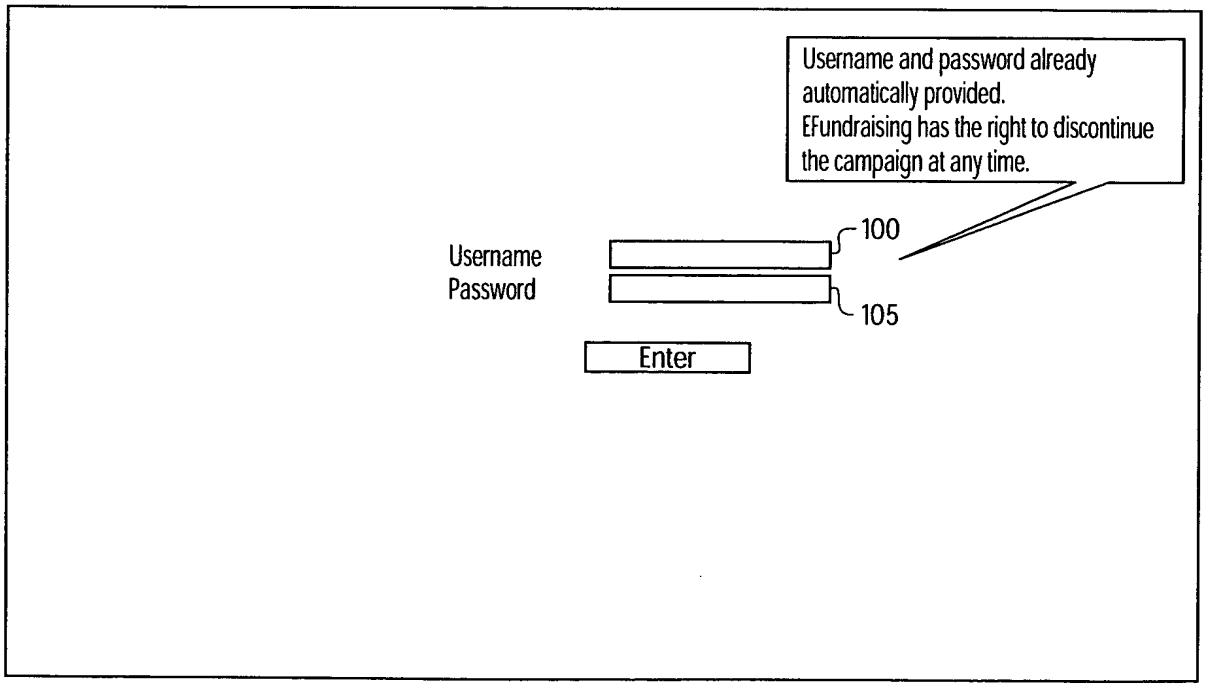

Username and password already automatically provided.
EFundraising has the right to discontinue the campaign at any time.
Username
Password
100
105
Enter

FIG. 3

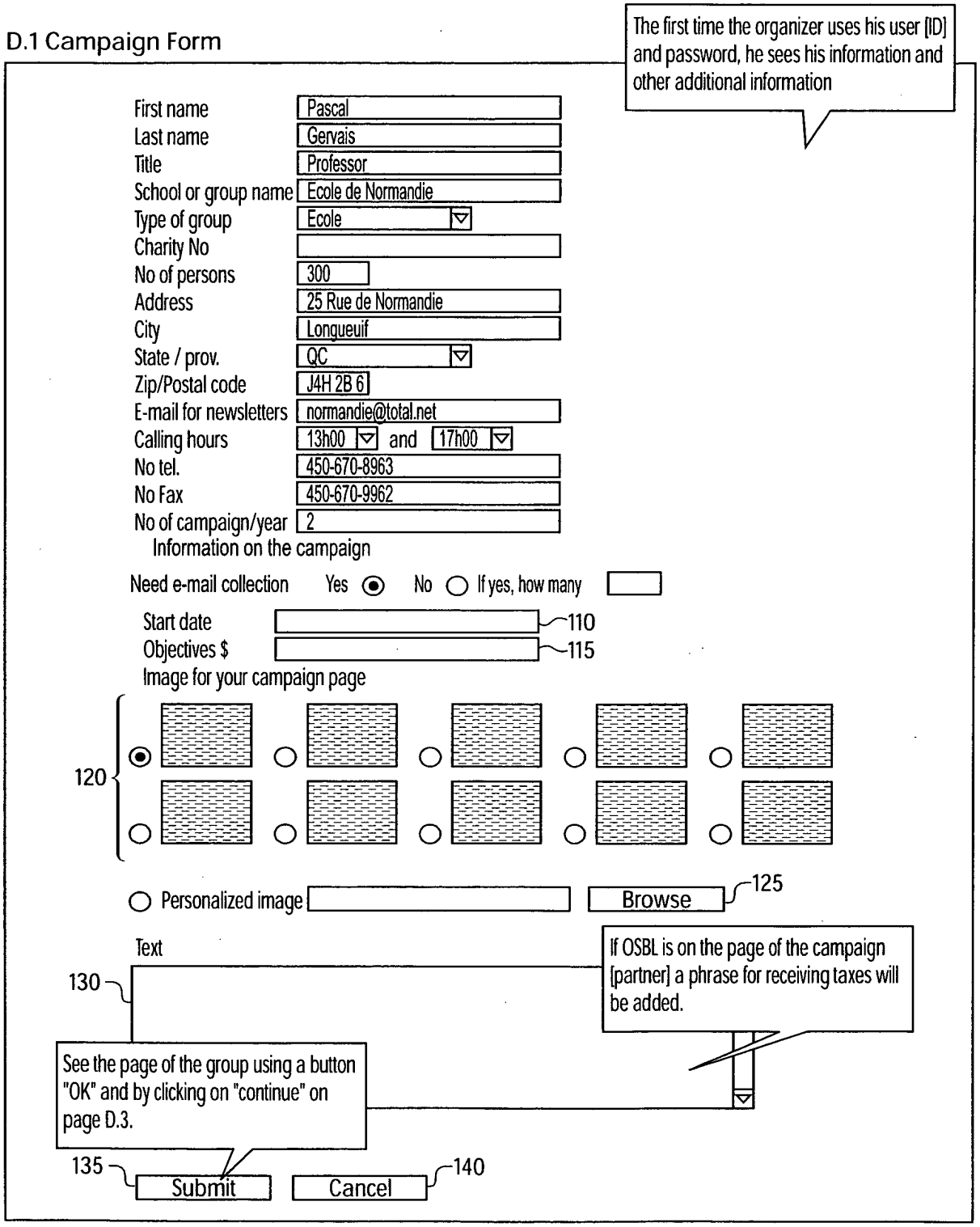

D.1 Campaign Form
The first time the organizer uses his user [ID] and password, he sees his information and other additional information
First name
Pascal
Last name
Gervais
Title
Professor
School or group name
Ecole de Normandie
Type of group
Ecole
Charity No
No of persons
300
Address
25 Rue de Normandie
City
Longueuif
State / prov.
QC
Zip/Postal code
J4H 2B 6
E-mail for newsletters
normandie@total.net
Calling hours
13h00
and
17h00
No tel.
450-670-8963
No Fax
450-670-9962
No of campaign/year
2
Information on the campaign
Need e-mail collection
Yes
No
If yes, how many
Start date
110
Objectives $
115
Image for your campaign page
120
Personalized image
Browse
125
Text
130
If OSBL is on the page of the campaign [partner] a phrase for receiving taxes will be added.
See the page of the group using a button "OK" and by clicking on "continue" on page D.3.
135
Submit
Cancel
140

FIG. 4

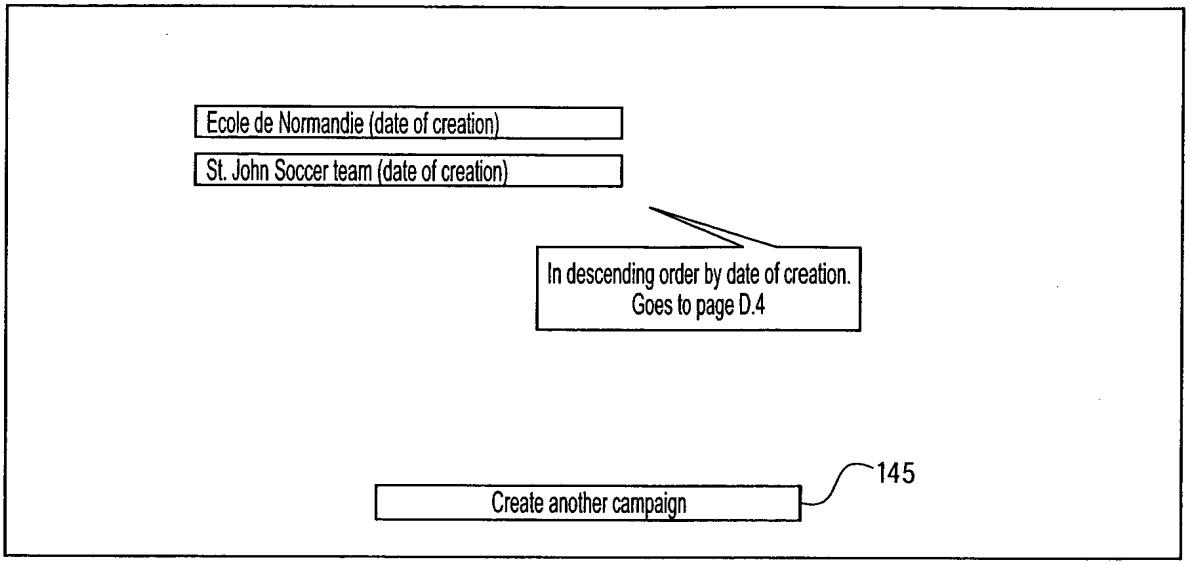

Ecole de Normandie (date of creation)
St. John Soccer team (date of creation)
In descending order by date of creation.
Goes to page D.4
Create another campaign
145

FIG. 5

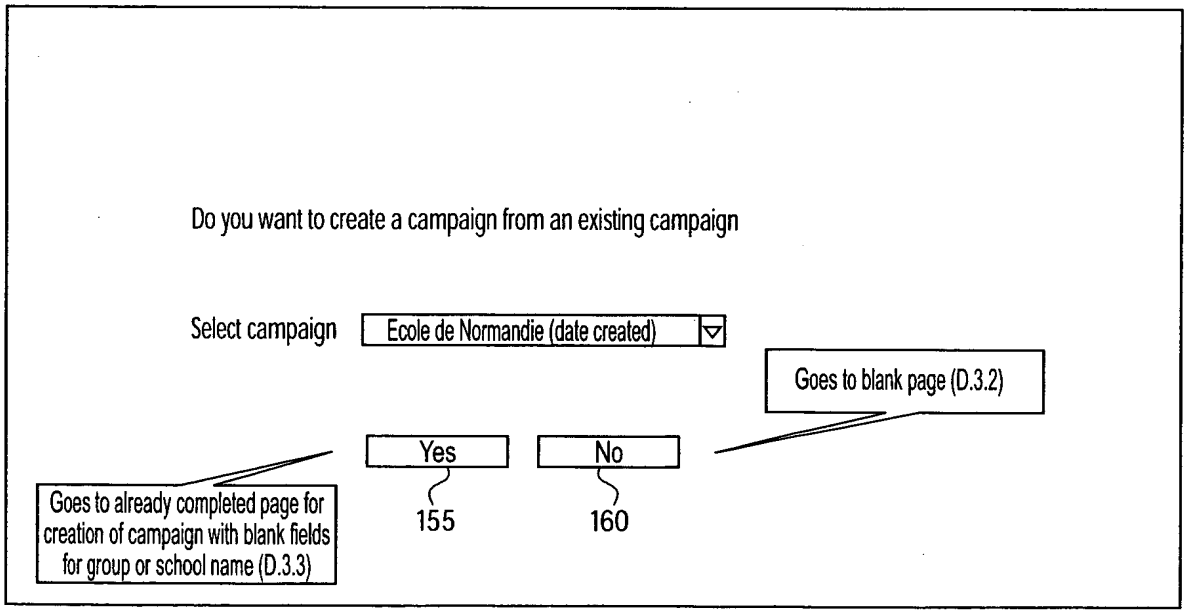

Do you want to create a campaign from an existing campaign
Select campaign
Ecole de Normandie (date created)
Goes to blank page (D.3.2)
Yes
No
Goes to already completed page for creation of campaign with blank fields for group or school name (D.3.3)
155
160

FIG. 6

D.3.3 Create a new campaign from existing campaign

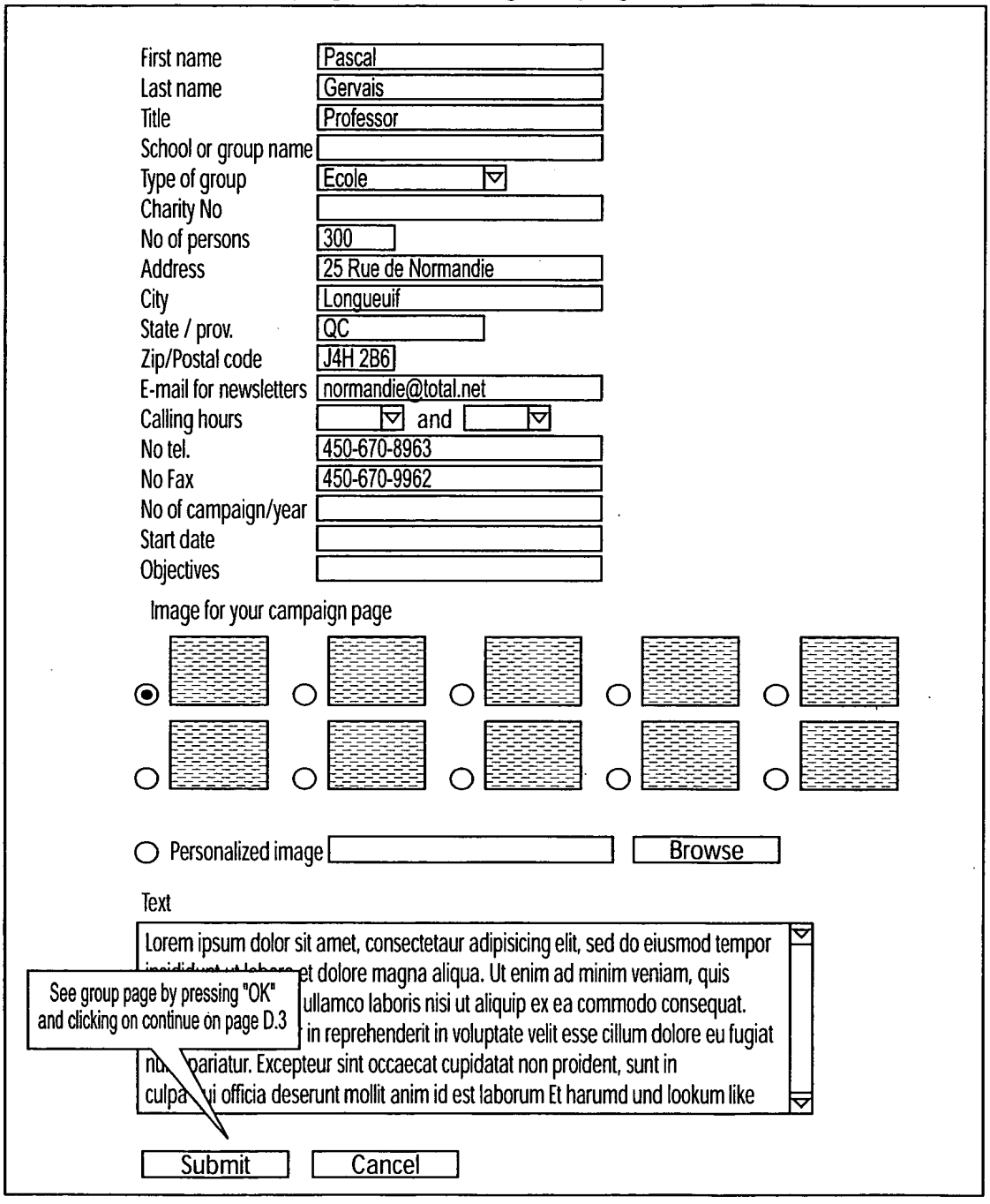


FIG. 7

D.3.2 Create a new campaign form

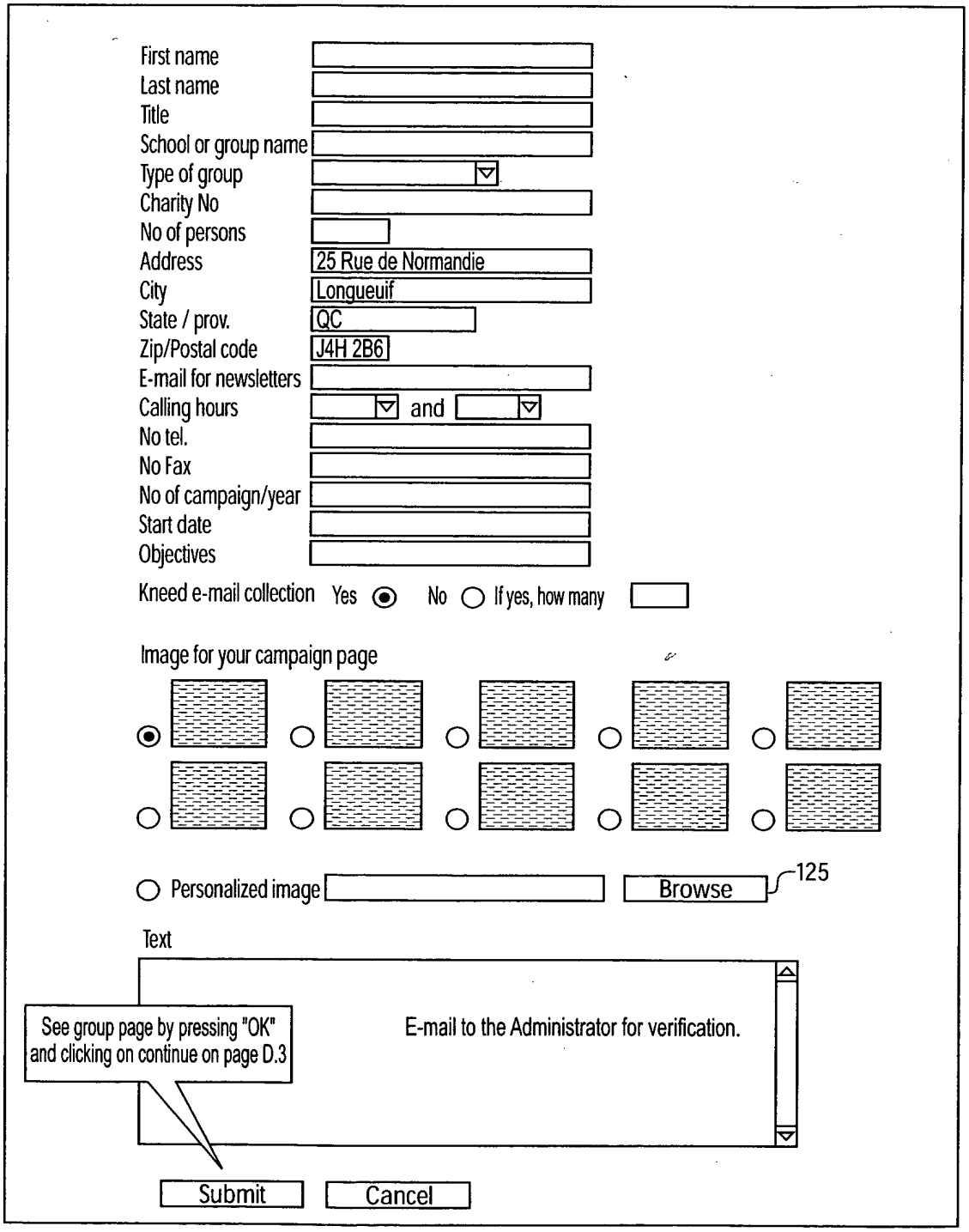


FIG. 8

D.4 Home page for campaign (STEP 1)

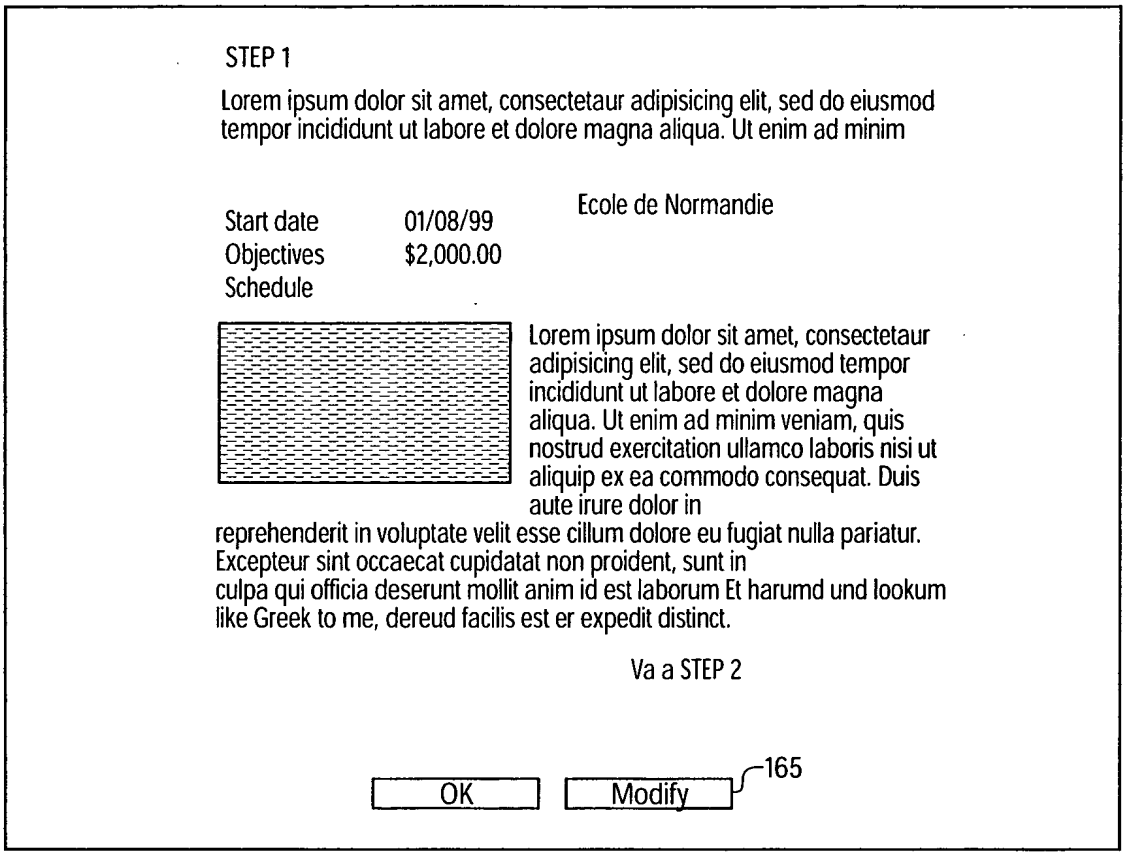


FIG. 9

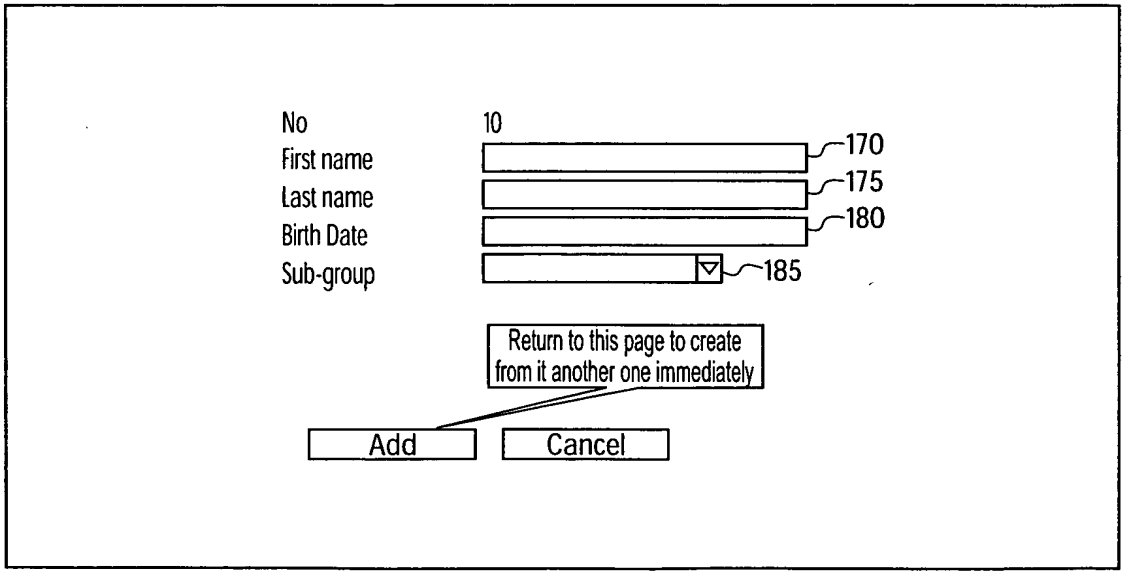


FIG. 10

D.7 List of e-mail accounts

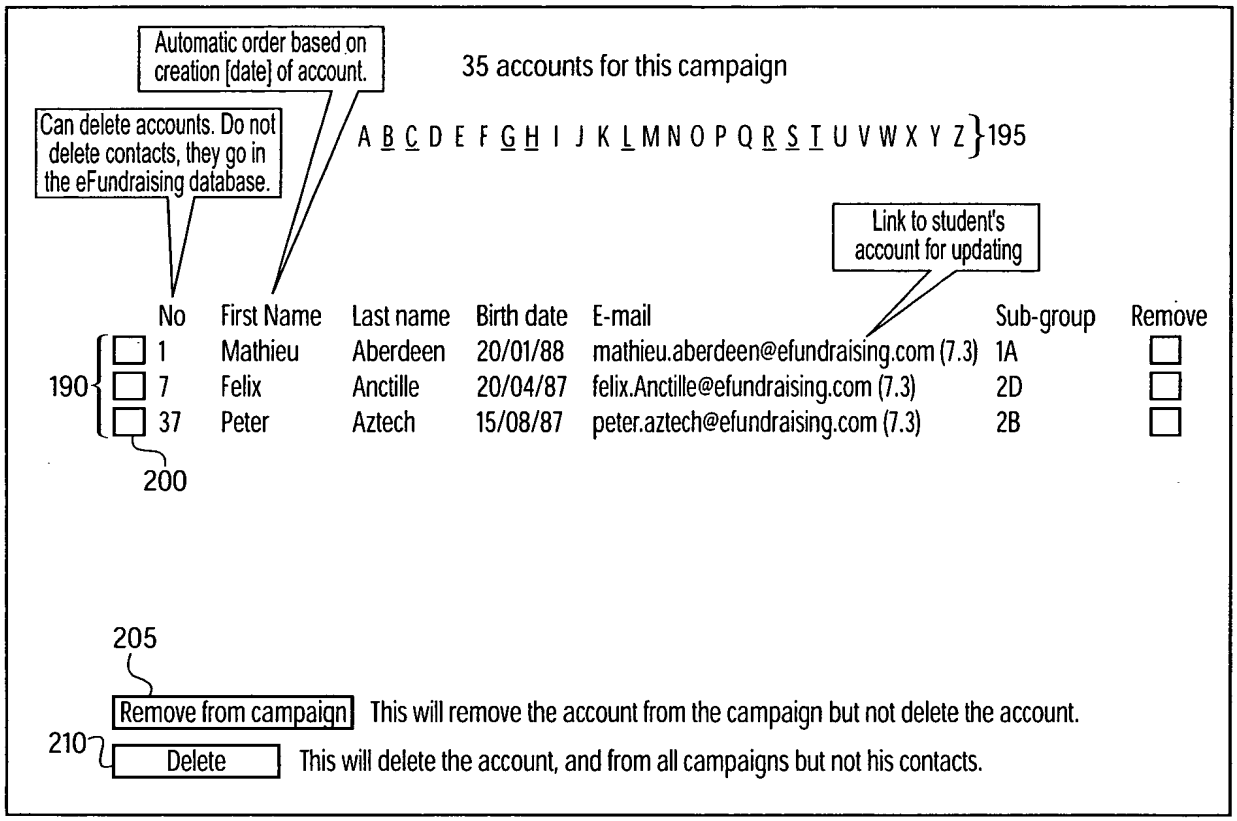


FIG. 11

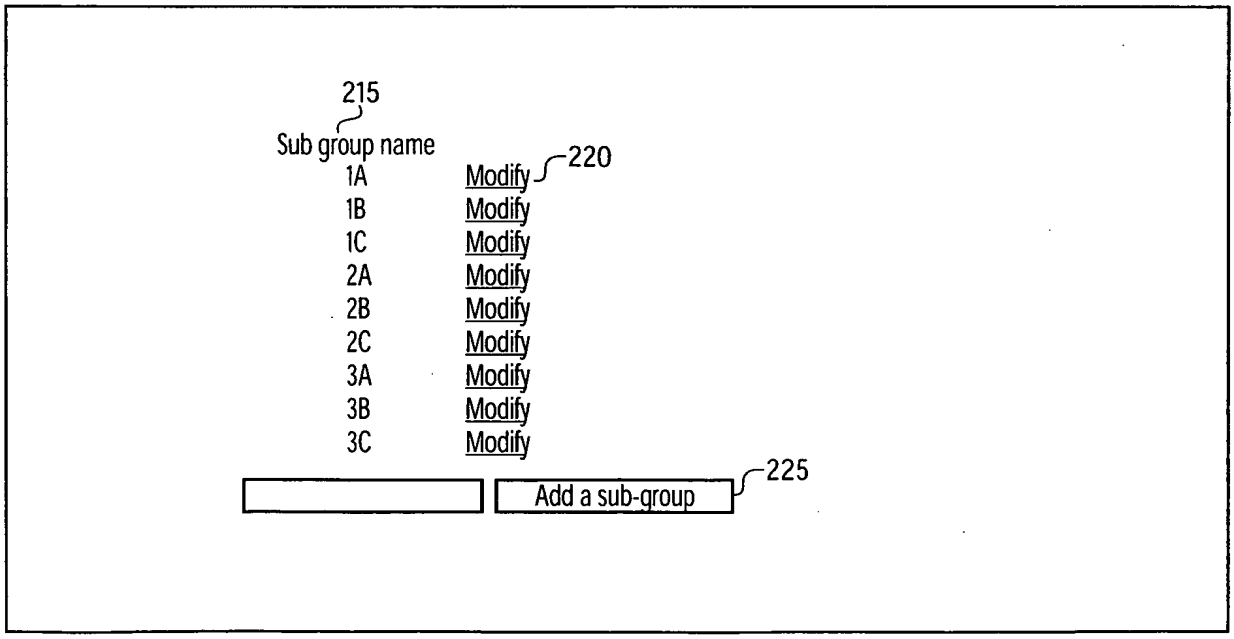


FIG. 12

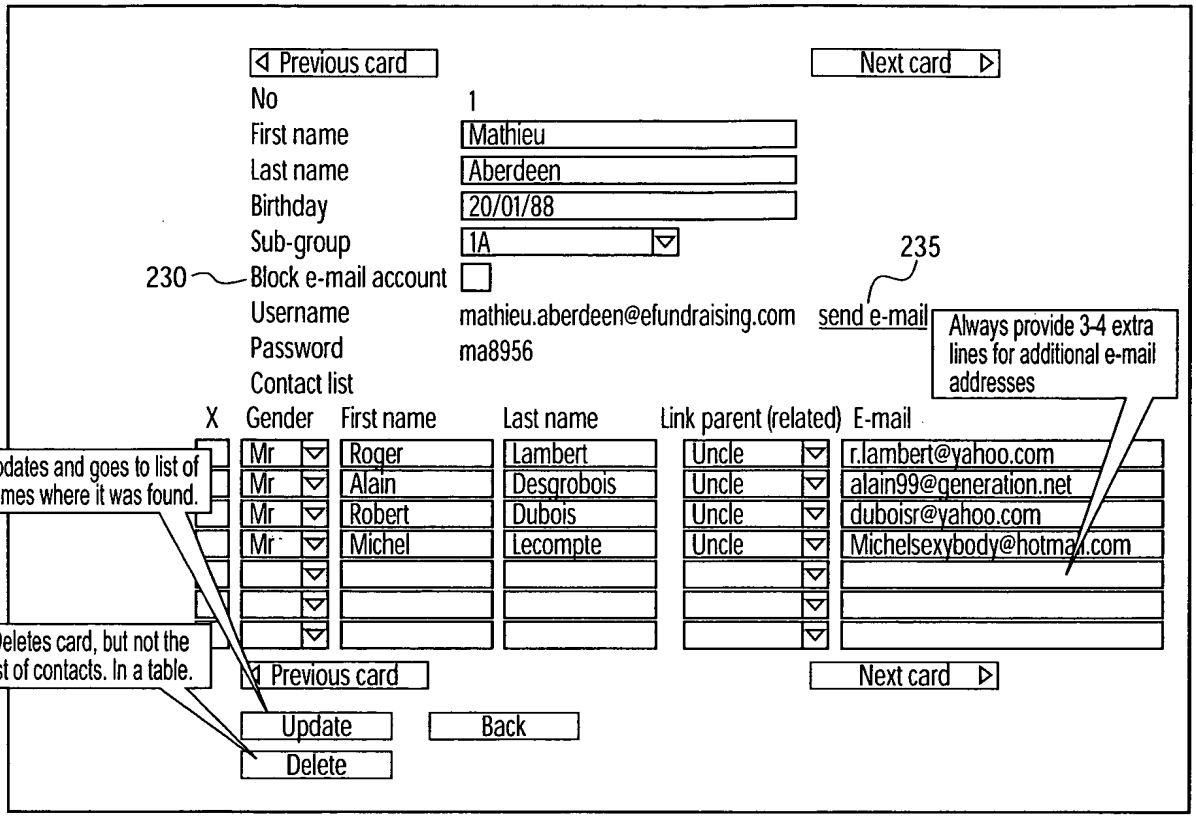


FIG. 13

D.7.2 Search in e-mail database

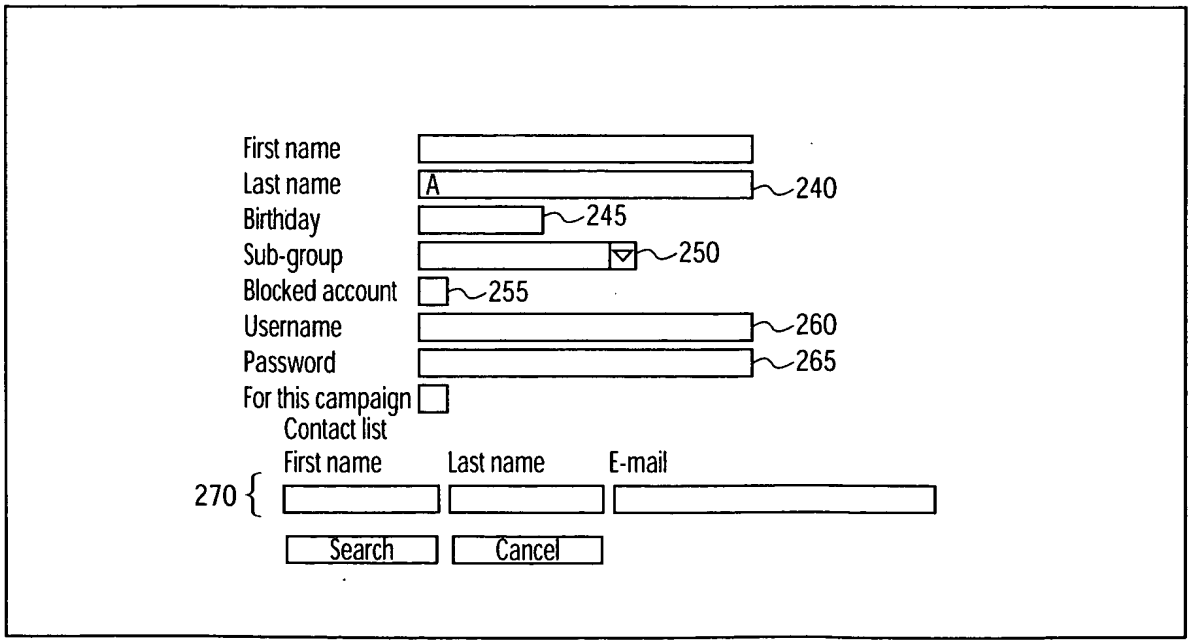


FIG. 14

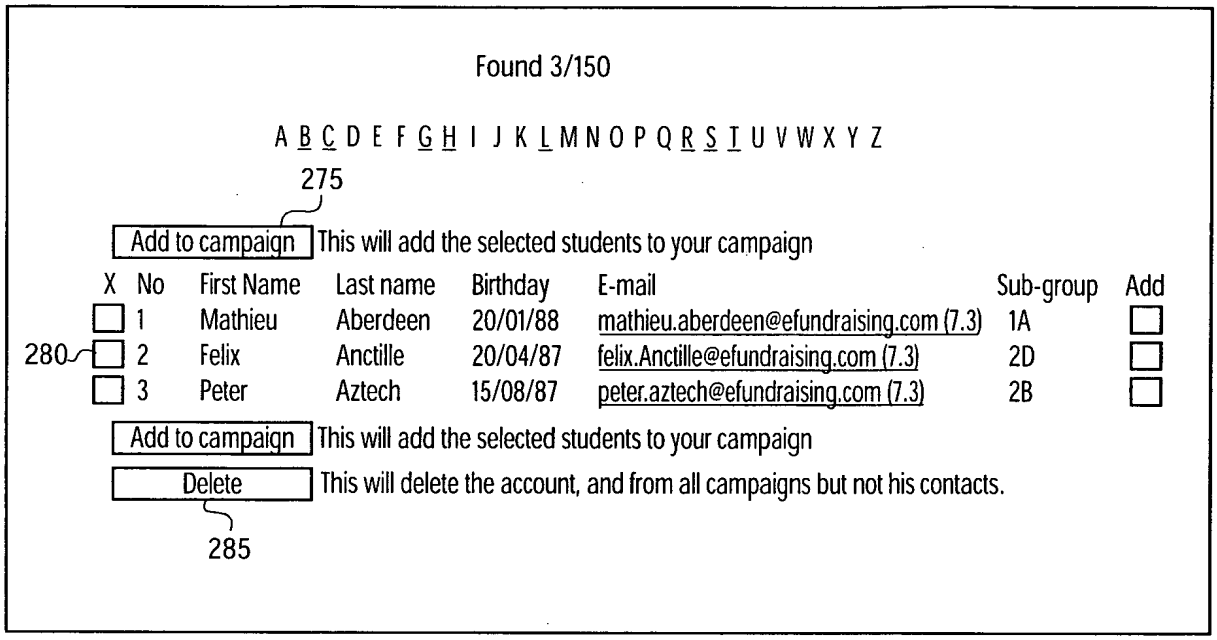

Found 3/150
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
275
Add to campaign
This will add the selected students to your campaign
X No First Name Last name Birthday E-mail Sub-group Add
1 Mathieu Aberdeen 20/01/88 mathieu.aberdeen@efundraising.com (7.3) 1A
280
2 Felix Anctille 20/04/87 felix.Anctille@efundraising.com (7.3) 2D
3 Peter Aztech 15/08/87 peter.aztech@efundraising.com (7.3) 2B
Add to campaign
This will add the selected students to your campaign
Delete
This will delete the account, and from all campaigns but not his contacts.
285

FIG. 15

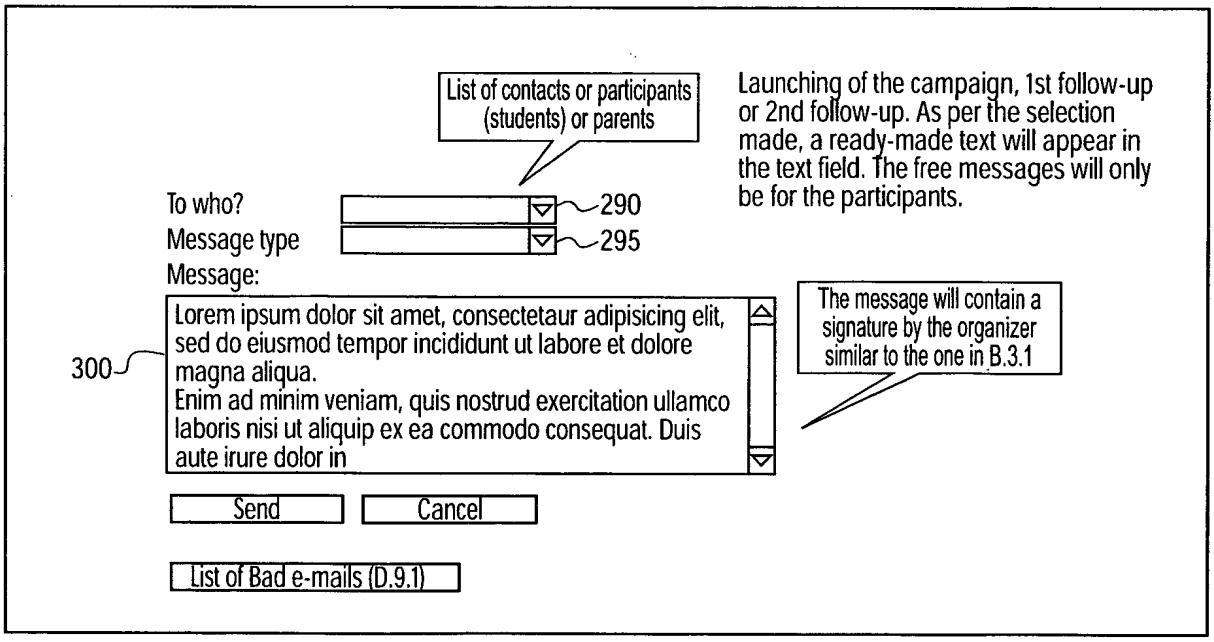

List of contacts or participants (students) or parents
Launching of the campaign, 1st follow-up or 2nd follow-up. As per the selection made, a ready-made text will appear in the text field. The free messages will only be for the participants.
To who?
290
Message type
295
Message:
300
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
The message will contain a signature by the organizer similar to the one in B.3.1
Send
Cancel
List of Bad e-mails (D.9.1)

FIG. 16

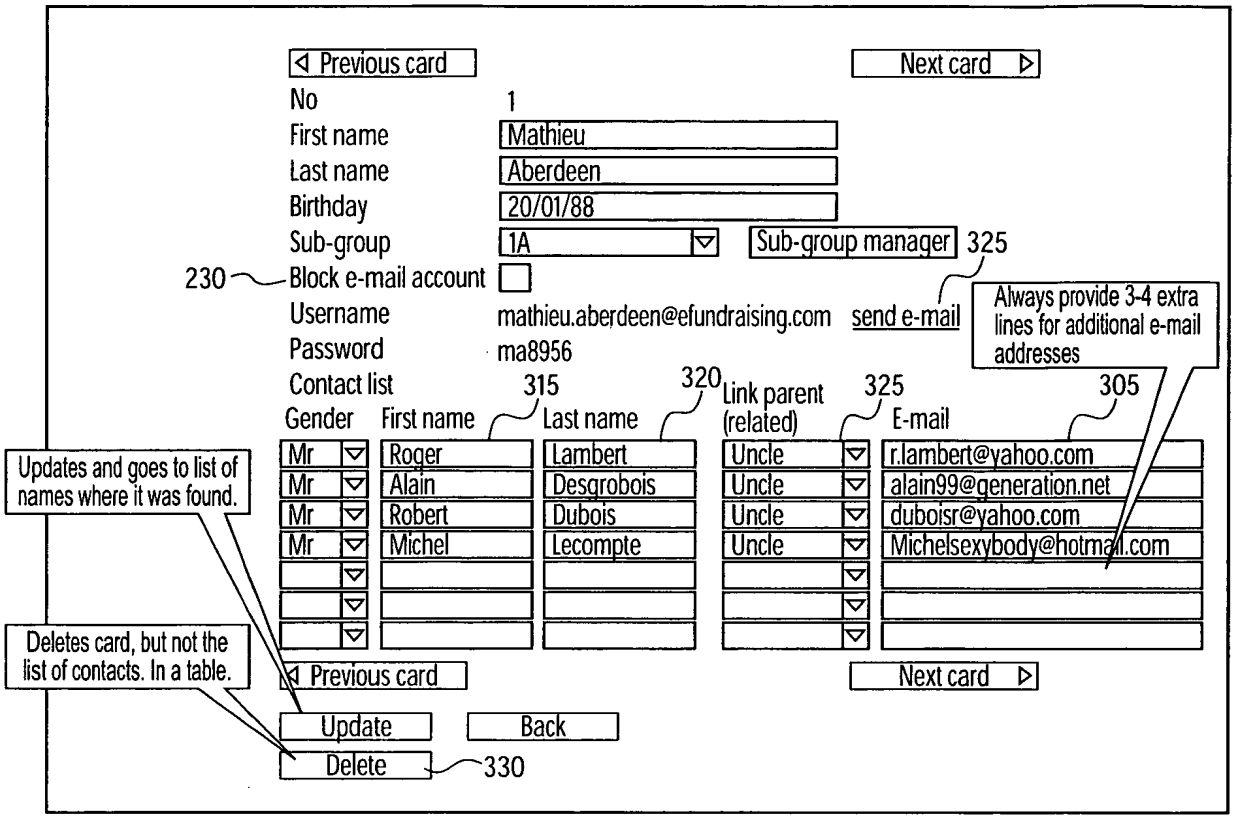

Previous card
Next card
No
1
First name
Mathieu
Last name
Aberdeen
Birthday
20/01/88
Sub-group
1A
Sub-group manager
325
230
Block e-mail account
Username
mathieu.aberdeen@efundraising.com
send e-mail
Always provide 3-4 extra lines for additional e-mail addresses
Password
ma8956
Contact list
315
320
Link parent (related)
325
305
Gender
First name
Last name
E-mail
Mr
Roger
Lambert
Uncle
r.lambert@yahoo.com
Mr
Alain
Desgrobois
Uncle
alain99@generation.net
Mr
Robert
Dubois
Uncle
duboisr@yahoo.com
Mr
Michel
Lecompte
Uncle
Michelsexybody@hotmail.com
Updates and goes to list of names where it was found.
Deletes card, but not the list of contacts. In a table.
Previous card
Next card
Update
Back
Delete
330

FIG. 17

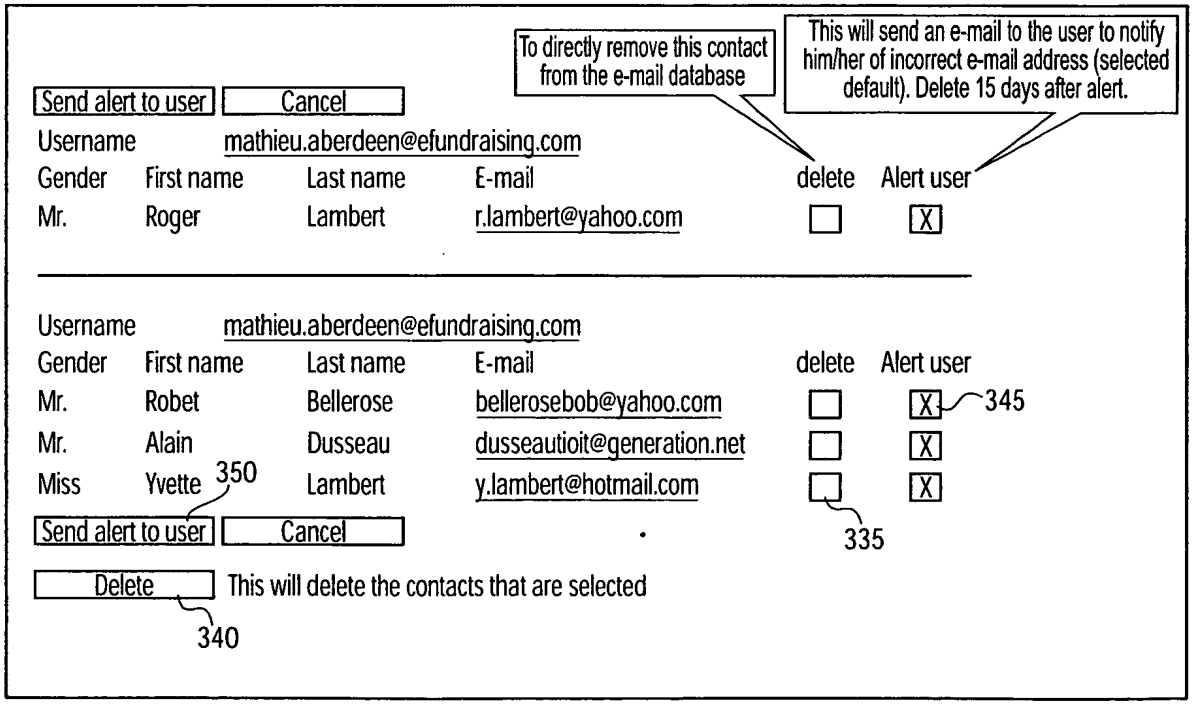

To directly remove this contact from the e-mail database
This will send an e-mail to the user to notify him/her of incorrect e-mail address (selected default). Delete 15 days after alert.
Send alert to user
Cancel
Username
mathieu.aberdeen@efundraising.com
Gender
First name
Last name
E-mail
delete
Alert user
Mr.
Roger
Lambert
r.lambert@yahoo.com
X
Username
mathieu.aberdeen@efundraising.com
Gender
First name
Last name
E-mail
delete
Alert user
Mr.
Robet
Bellerose
bellerosebob@yahoo.com
X
345
Mr.
Alain
Dusseau
dusseautioit@generation.net
X
Miss
Yvette
350
Lambert
y.lambert@hotmail.com
X
335
Send alert to user
Cancel
Delete
This will delete the contacts that are selected
340

FIG. 18

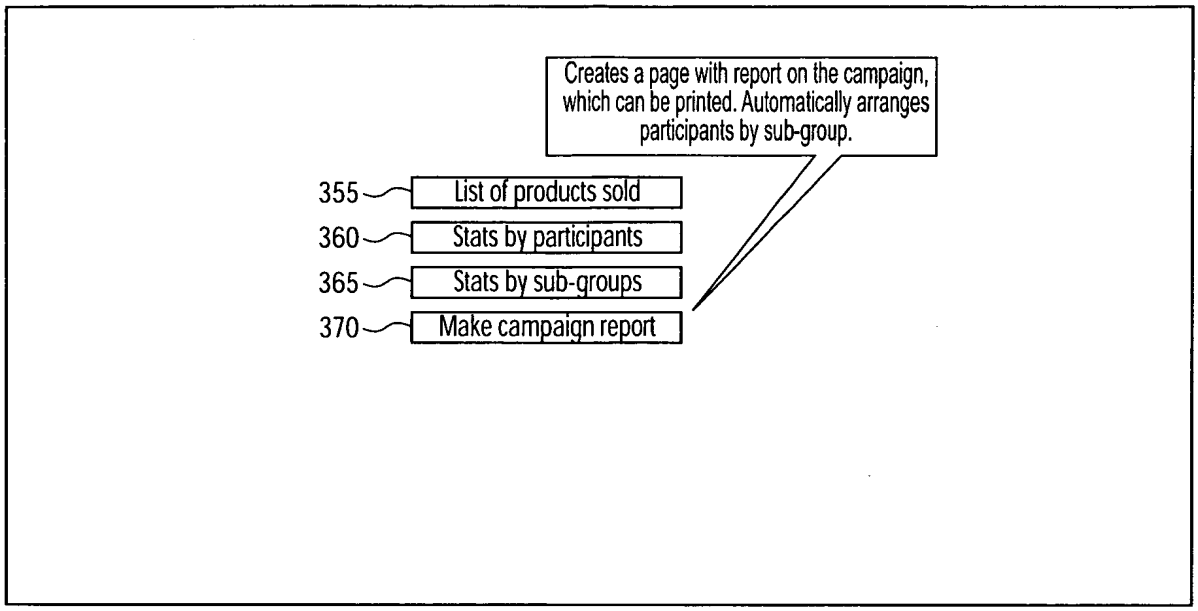

Creates a page with report on the campaign, which can be printed. Automatically arranges participants by sub-group.
355
List of products sold
360
Stats by participants
365
Stats by sub-groups
370
Make campaign report

FIG. 19

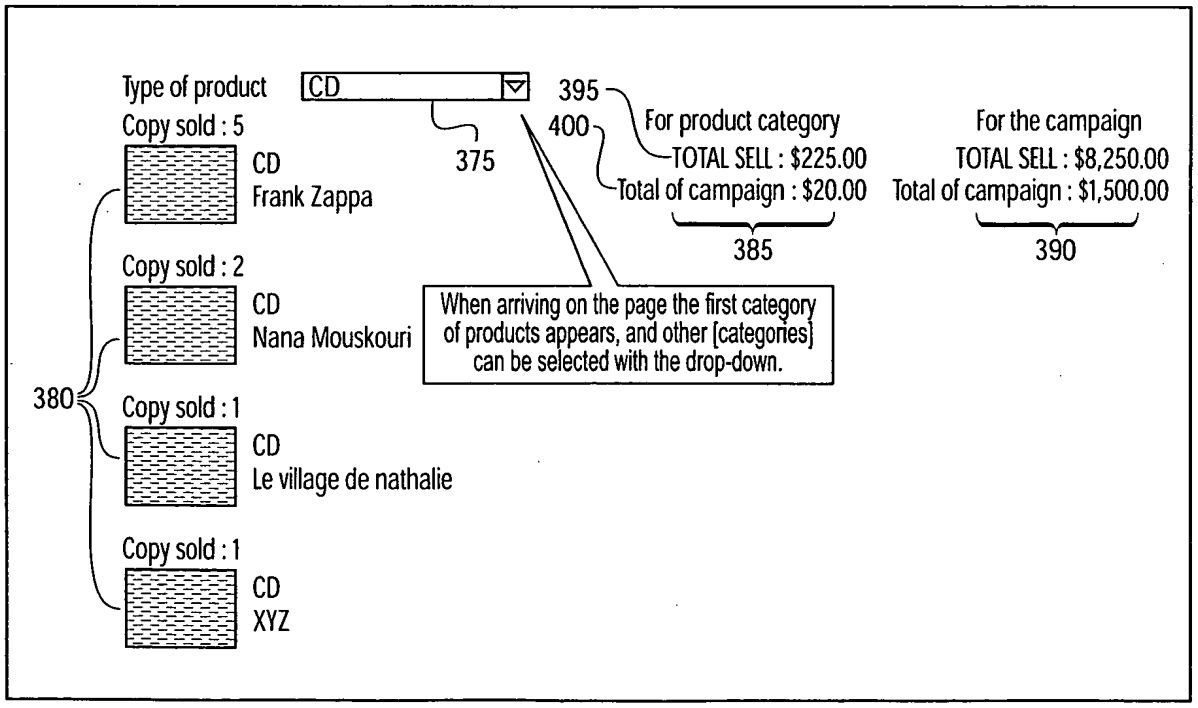

Type of product
CD
375
395
400
For product category
TOTAL SELL : $225.00
Total of campaign : $20.00
385
For the campaign
TOTAL SELL : $8,250.00
Total of campaign : $1,500.00
390
Copy sold : 5
CD
Frank Zappa
Copy sold : 2
CD
Nana Mouskouri
380
Copy sold : 1
CD
Le village de nathalie
Copy sold : 1
CD
XYZ
When arriving on the page the first category of products appears, and other [categories] can be selected with the drop-down.

FIG. 20

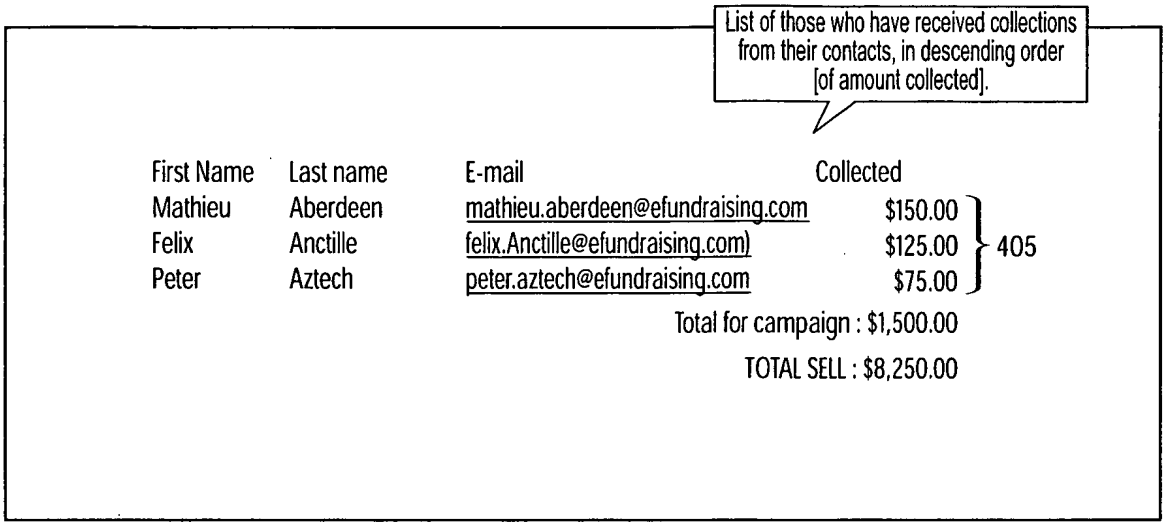

List of those who have received collections from their contacts, in descending order [of amount collected].
First Name
Last name
E-mail
Collected
Mathieu
Aberdeen
mathieu.aberdeen@efundraising.com
$150.00
Felix
Anctille
felix.Anctille@efundraising.com)
$125.00
Peter
Aztech
peter.aztech@efundraising.com
$75.00
405
Total for campaign : $1,500.00
TOTAL SELL : $8,250.00

FIG. 21

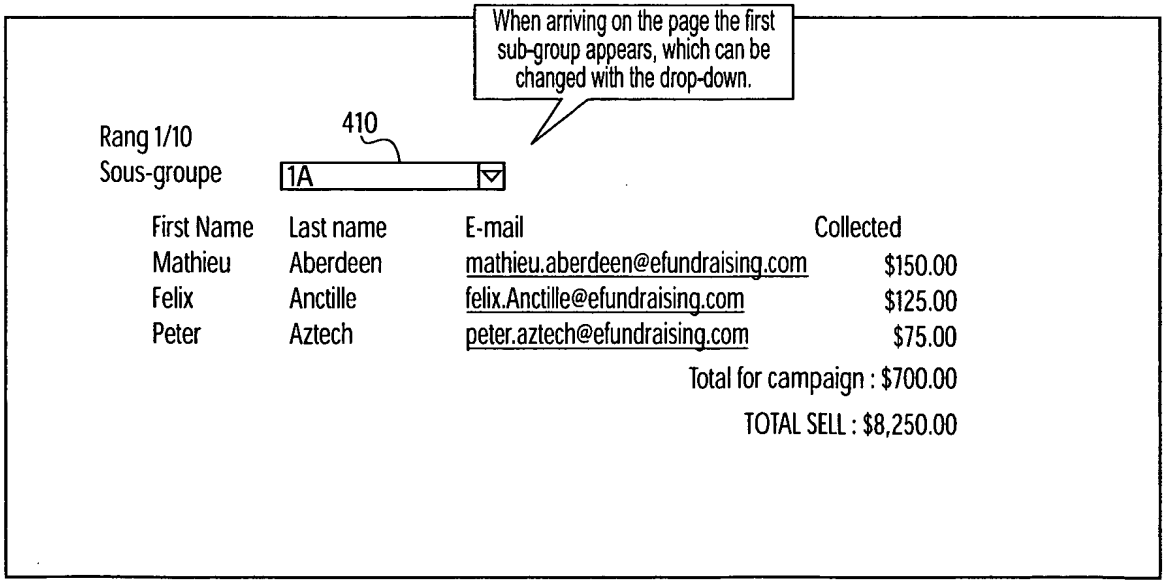

When arriving on the page the first sub-group appears, which can be changed with the drop-down.
Rang 1/10
Sous-groupe
410
1A
First Name
Last name
E-mail
Collected
Mathieu
Aberdeen
mathieu.aberdeen@efundraising.com
$150.00
Felix
Anctille
felix.Anctille@efundraising.com
$125.00
Peter
Aztech
peter.aztech@efundraising.com
$75.00
Total for campaign : $700.00
TOTAL SELL : $8,250.00

FIG. 22

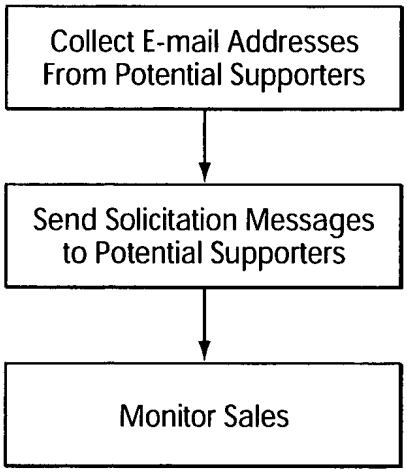

Collect E-mail Addresses From Potential Supporters
Send Solicitation Messages to Potential Supporters
Monitor Sales

FIG. 23

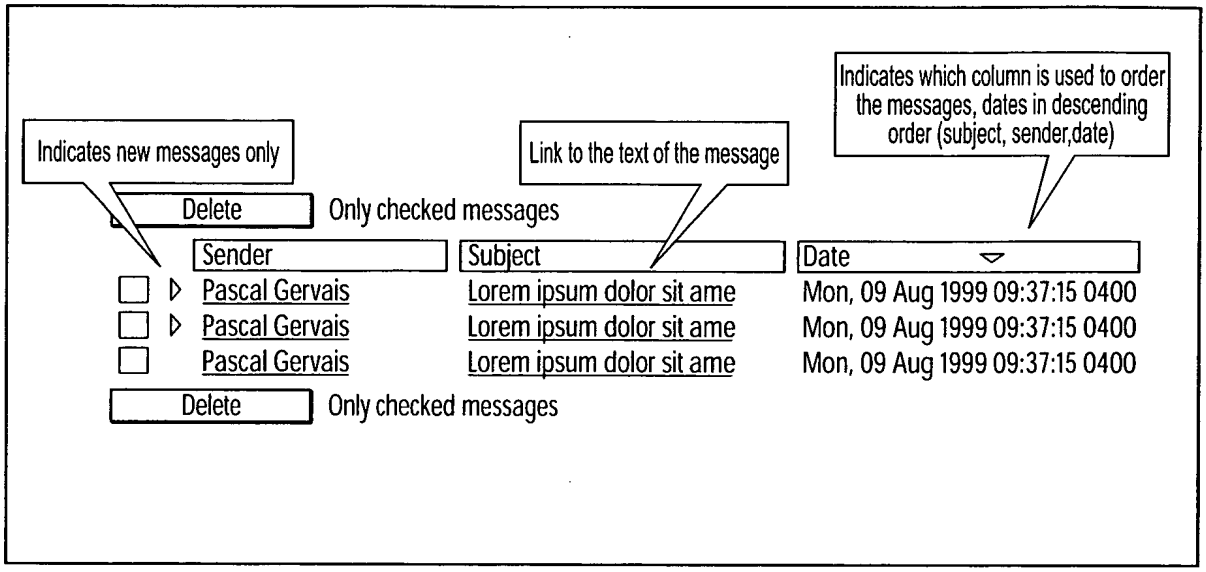

Indicates which column is used to order the messages, dates in descending order (subject, sender,date)
Indicates new messages only
Link to the text of the message
Delete
Only checked messages
Sender
Subject
Date
Pascal Gervais
Lorem ipsum dolor sit ame
Mon, 09 Aug 1999 09:37:15 0400
Pascal Gervais
Lorem ipsum dolor sit ame
Mon, 09 Aug 1999 09:37:15 0400
Pascal Gervais
Lorem ipsum dolor sit ame
Mon, 09 Aug 1999 09:37:15 0400
Delete
Only checked messages

FIG. 24

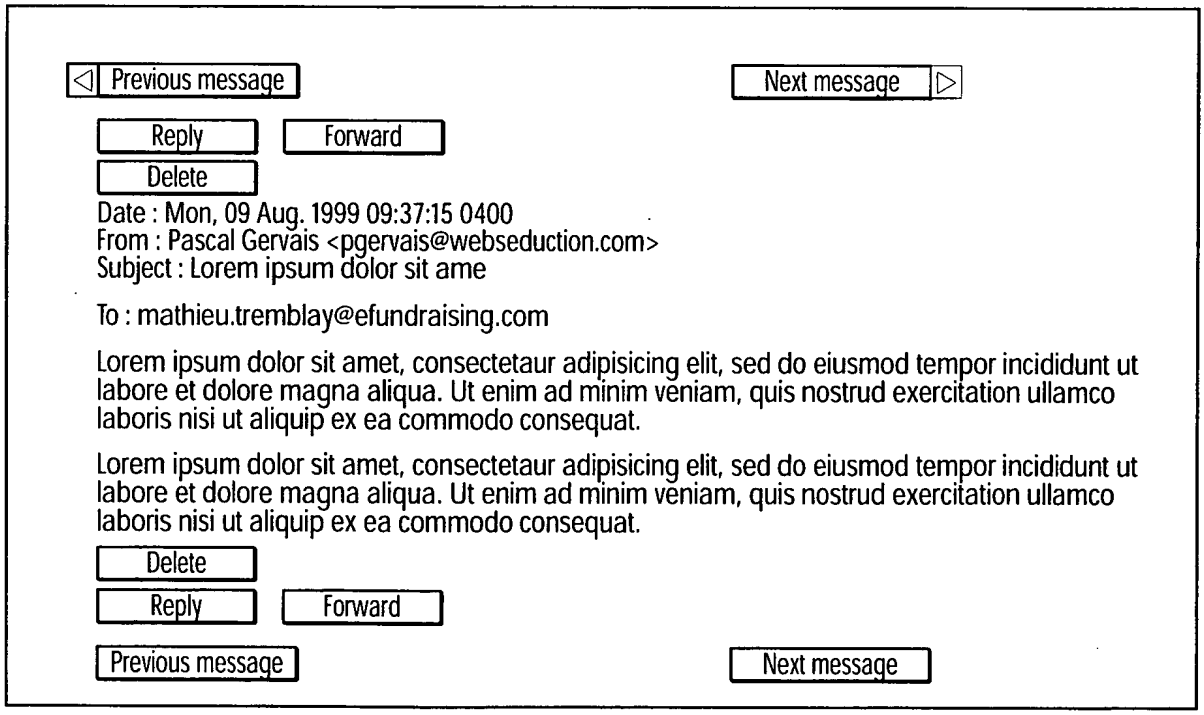

Previous message
Next message
Reply
Forward
Delete
Date : Mon, 09 Aug. 1999 09:37:15 0400
From : Pascal Gervais <pgervais@webseduction.com>
Subject : Lorem ipsum dolor sit ame
To : mathieu.tremblay@efundraising.com
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Delete
Reply
Forward
Previous message
Next message

FIG. 25

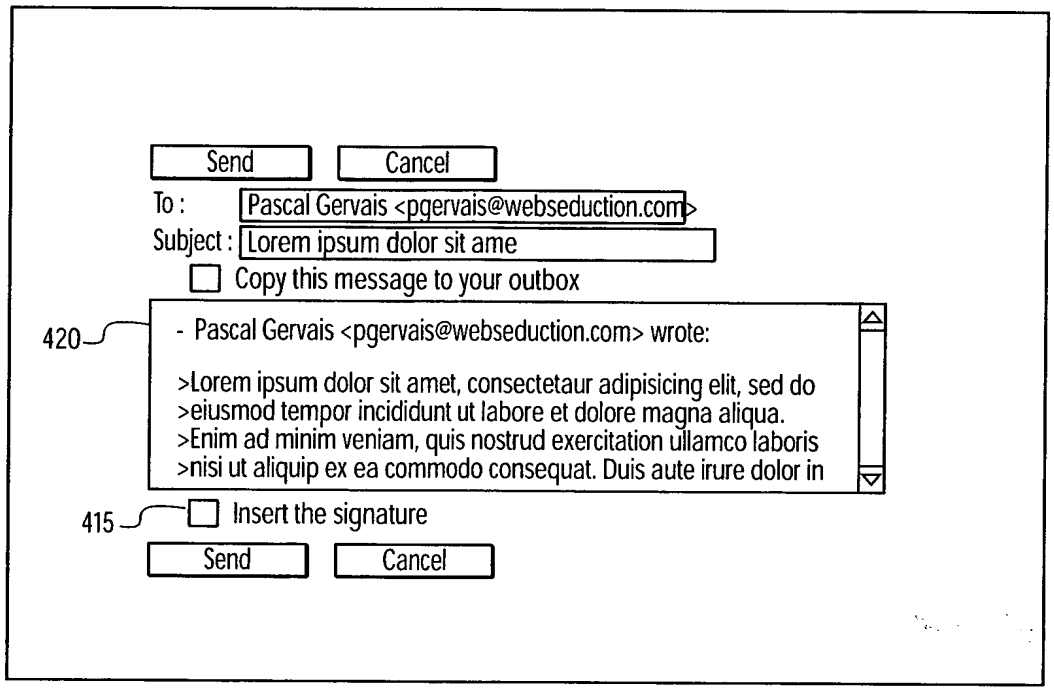

Send
Cancel
To :
Pascal Gervais <pgervais@webseduction.com>
Subject :
Lorem ipsum dolor sit ame
Copy this message to your outbox
420
- Pascal Gervais <pgervais@webseduction.com> wrote:
>Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do
>eiusmod tempor incididunt ut labore et dolore magna aliqua.
>Enim ad minim veniam, quis nostrud exercitation ullamco laboris
>nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
415
Insert the signature
Send
Cancel

FIG. 26

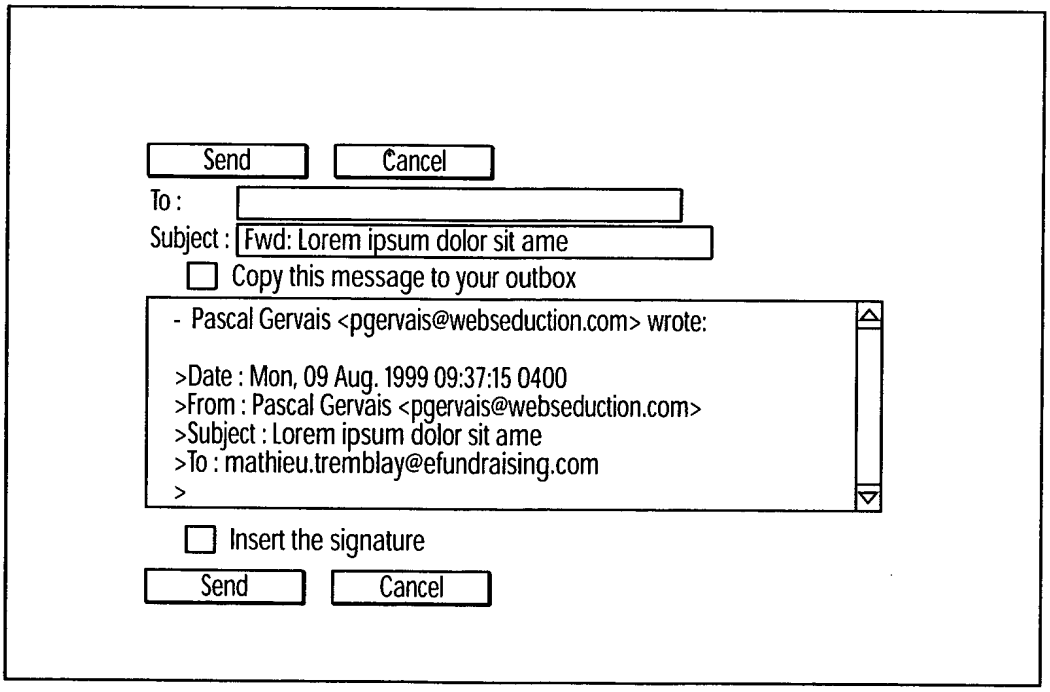

Send
Cancel
To :
Subject :
Fwd: Lorem ipsum dolor sit ame
Copy this message to your outbox
- Pascal Gervais <pgervais@webseduction.com> wrote:
>Date : Mon, 09 Aug. 1999 09:37:15 0400
>From : Pascal Gervais <pgervais@webseduction.com>
>Subject : Lorem ipsum dolor sit ame
>To : mathieu.tremblay@efundraising.com
>
Insert the signature
Send
Cancel

FIG. 27

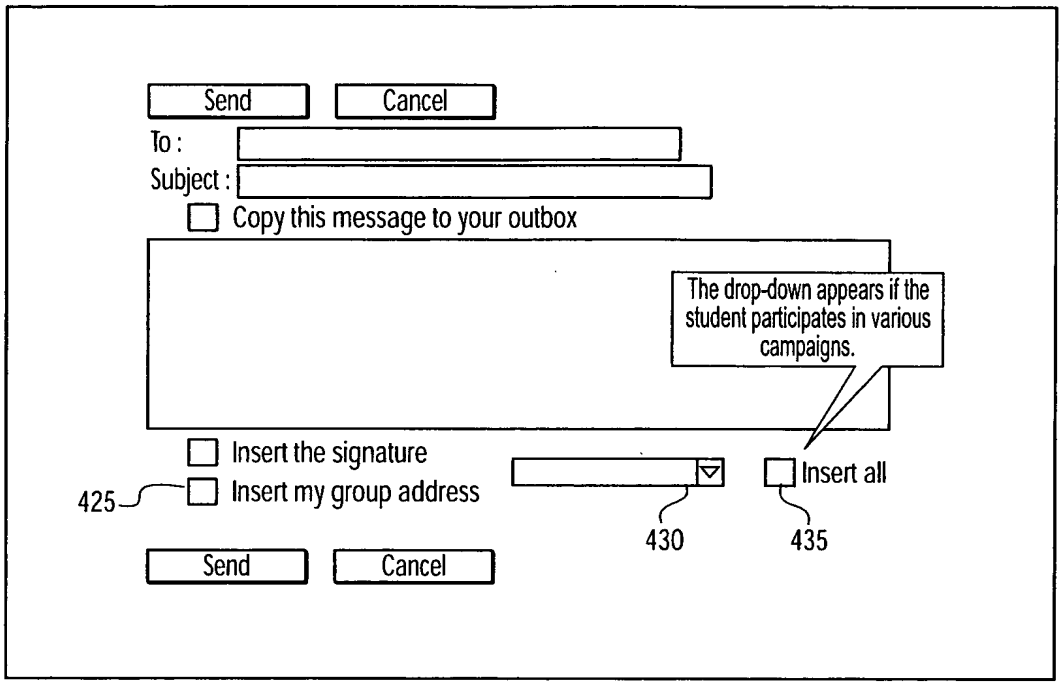

Send
Cancel
To :
Subject :
Copy this message to your outbox
The drop-down appears if the student participates in various campaigns.
Insert the signature
Insert my group address
425
Insert all
430
435
Send
Cancel

FIG. 28

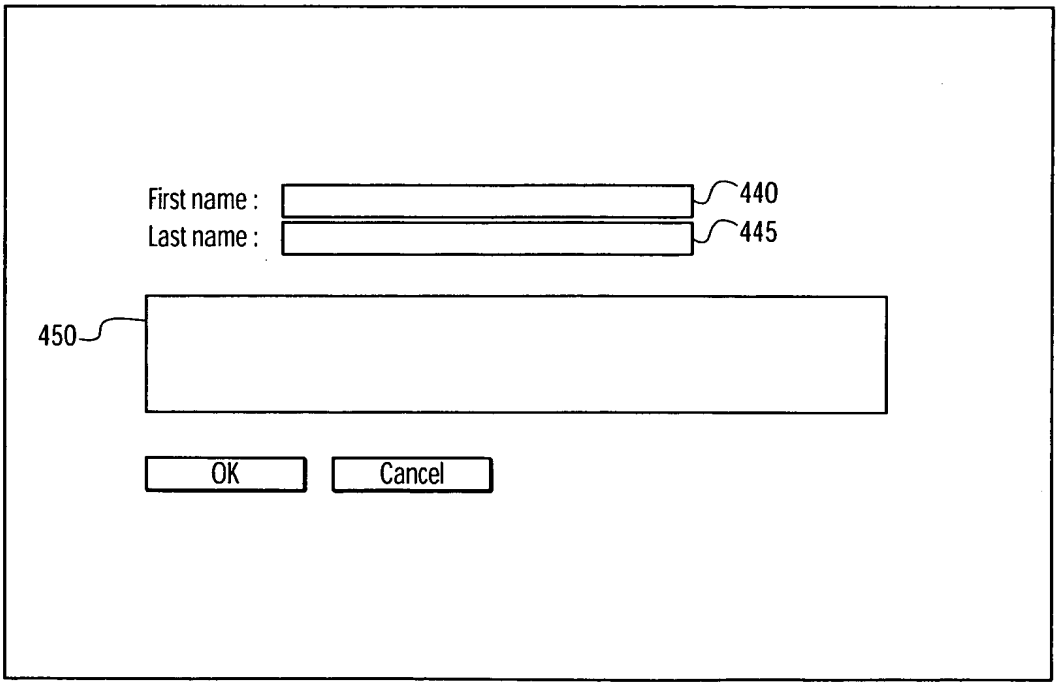

First name :
Last name :
440
445
450
OK
Cancel

FIG. 29

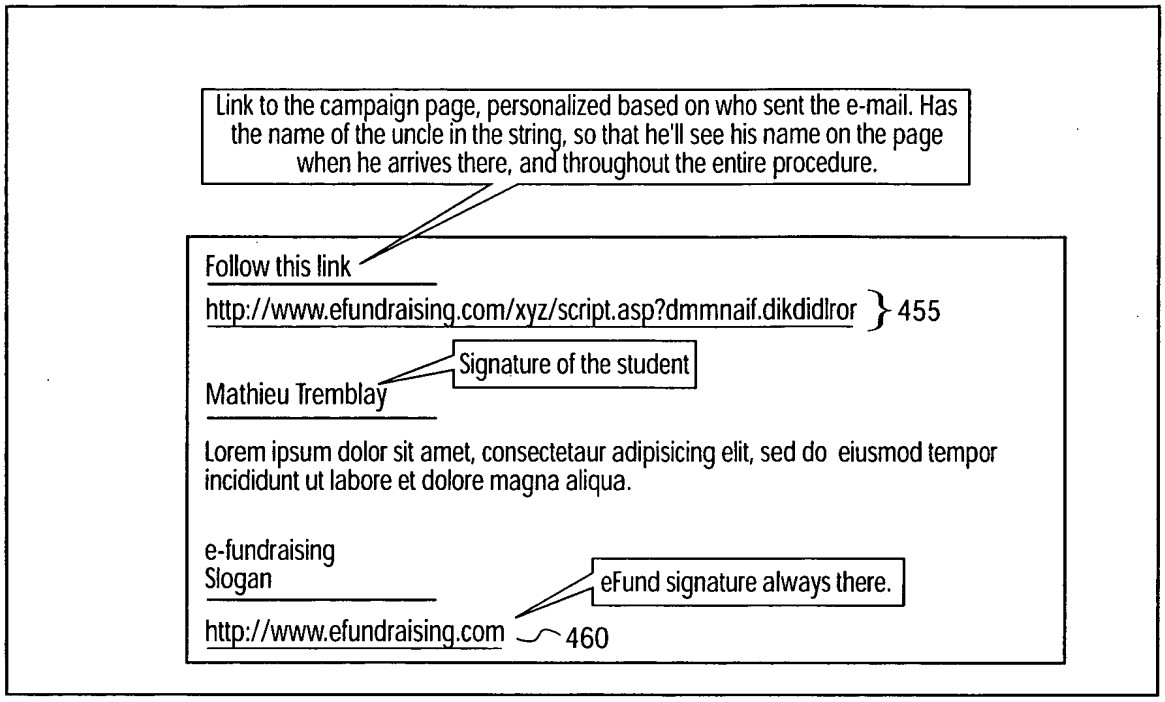

Link to the campaign page, personalized based on who sent the e-mail. Has the name of the uncle in the string, so that he'll see his name on the page when he arrives there, and throughout the entire procedure.
Follow this link
http://www.efundraising.com/xyz/script.asp?dmmnaif.dikdidlror
455
Signature of the student
Mathieu Tremblay
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
e-fundraising Slogan
eFund signature always there.
http://www.efundraising.com
460

FIG. 30

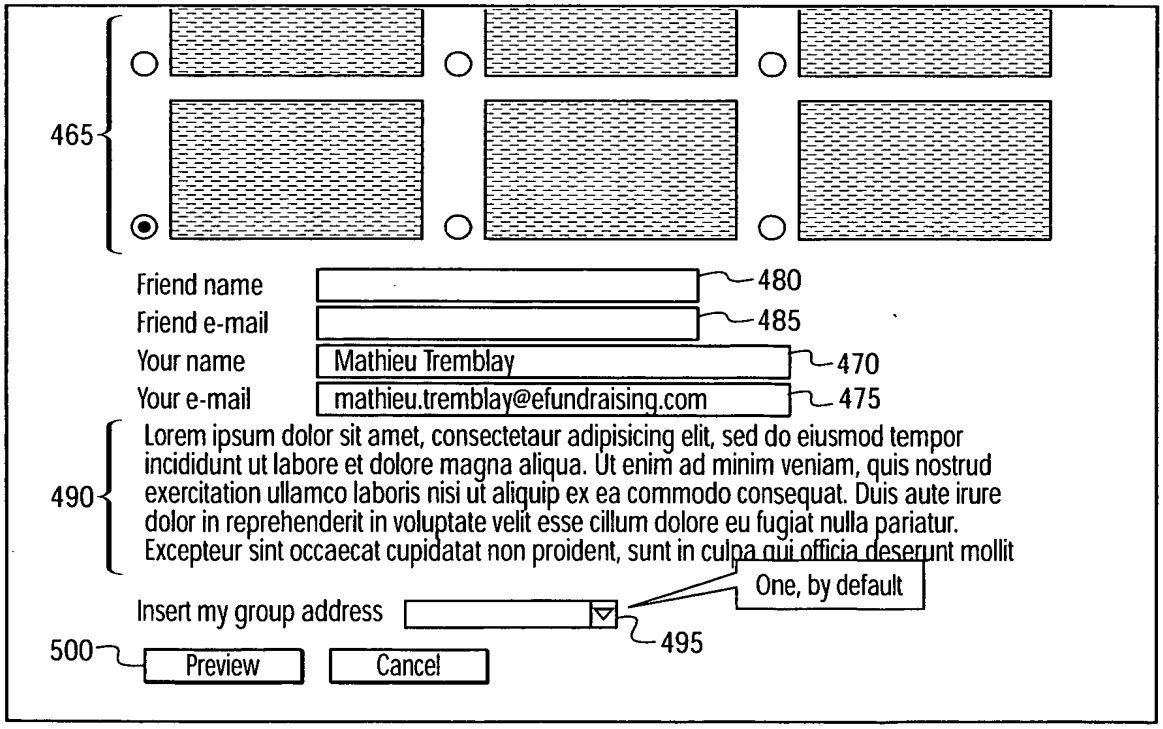

465
Friend name
480
Friend e-mail
485
Your name
Mathieu Tremblay
470
Your e-mail
mathieu.tremblay@efundraising.com
475
490
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit
One, by default
Insert my group address
495
500
Preview
Cancel

FIG. 31

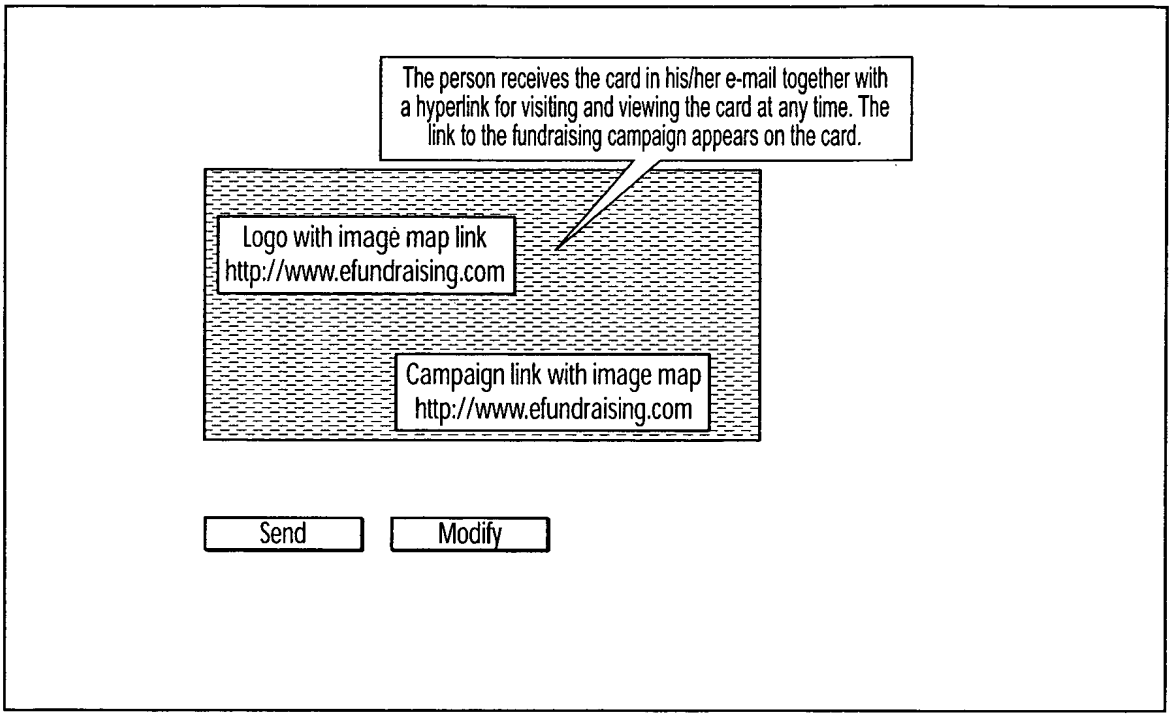

The person receives the card in his/her e-mail together with a hyperlink for visiting and viewing the card at any time. The link to the fundraising campaign appears on the card.
Logo with image map link http://www.efundraising.com
Campaign link with image map http://www.efundraising.com
Send
Modify

FIG. 32

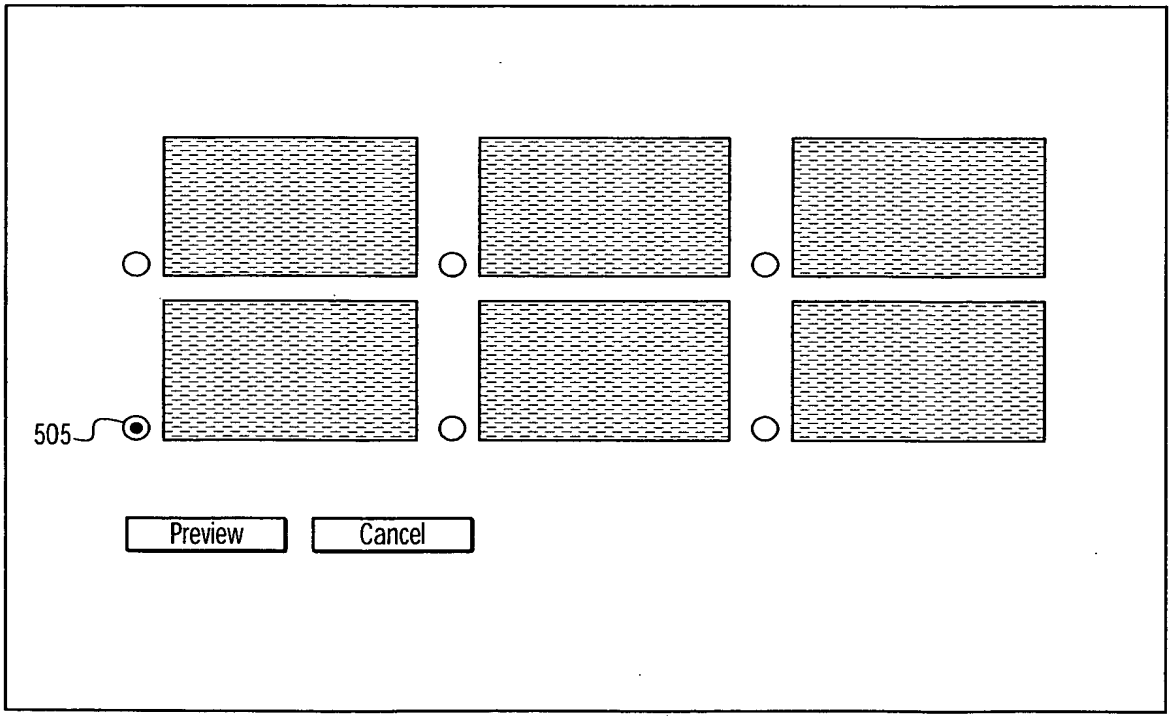

505
Preview
Cancel

FIG. 33

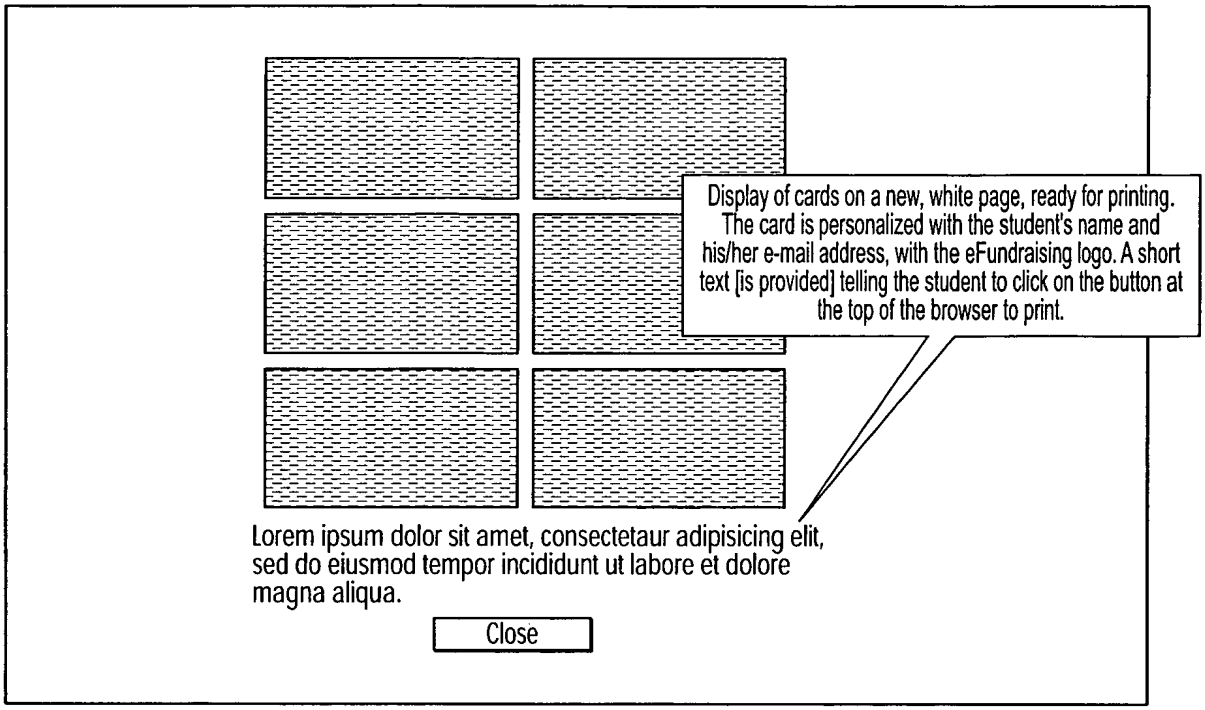

Display of cards on a new, white page, ready for printing. The card is personalized with the student's name and his/her e-mail address, with the eFundraising logo. A short text [is provided] telling the student to click on the button at the top of the browser to print.
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Close

FIG. 34

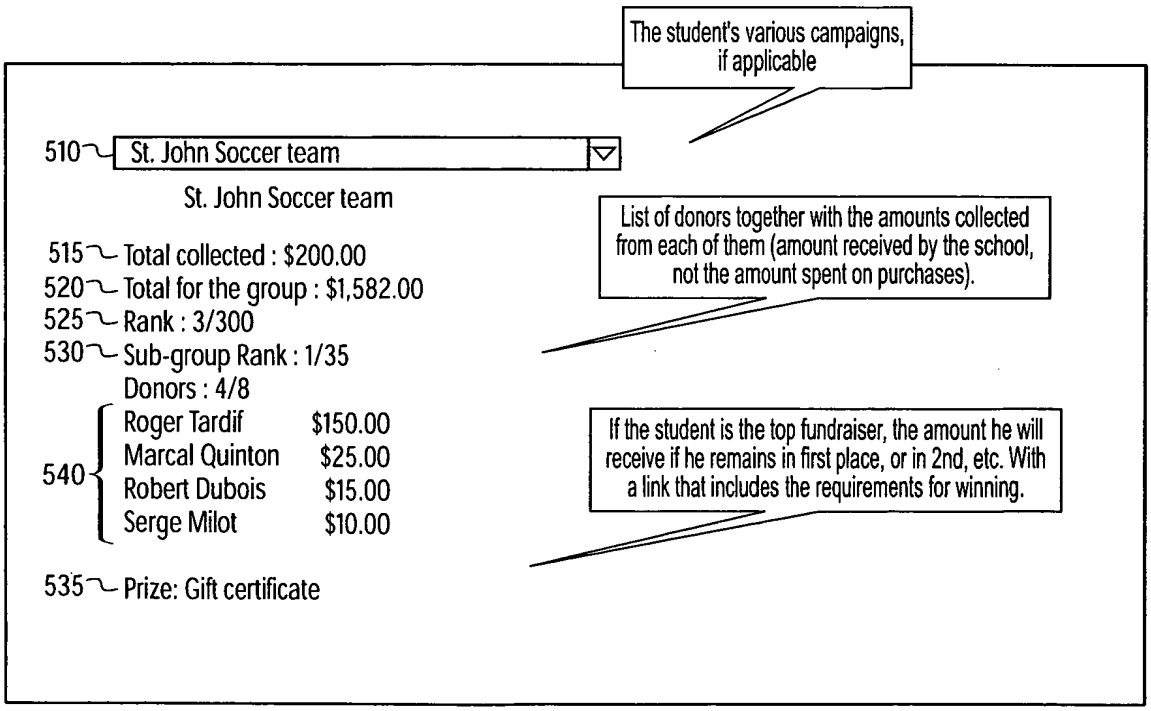

The student's various campaigns, if applicable
510
St. John Soccer team
St. John Soccer team
List of donors together with the amounts collected from each of them (amount received by the school, not the amount spent on purchases).
515 Total collected : $200.00
520 Total for the group : $1,582.00
525 Rank : 3/300
530 Sub-group Rank : 1/35
Donors : 4/8
540
Roger Tardif $150.00
Marcal Quinton $25.00
Robert Dubois $15.00
Serge Milot $10.00
If the student is the top fundraiser, the amount he will receive if he remains in first place, or in 2nd, etc. With a link that includes the requirements for winning.
535 Prize: Gift certificate

FIG. 35

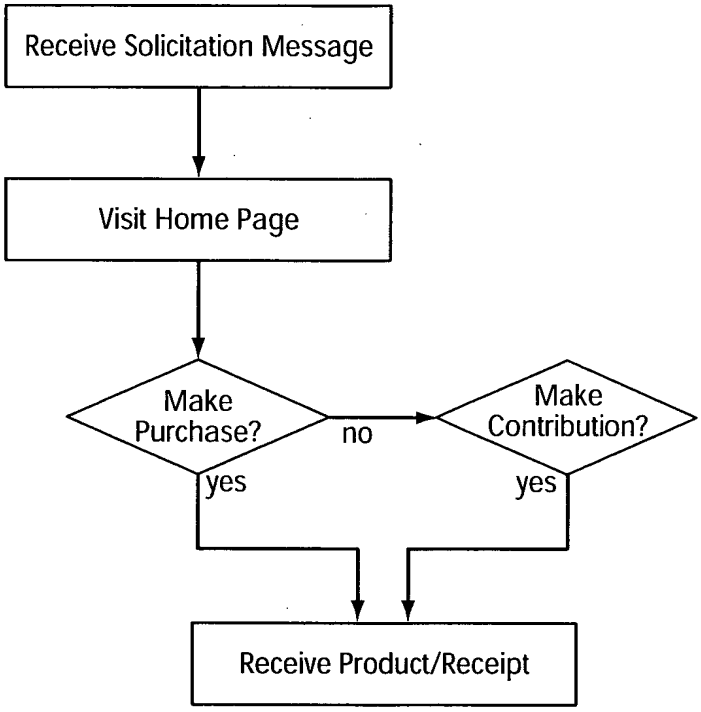

Receive Solicitation Message
Visit Home Page
Make Purchase?
no
Make Contribution?
yes
yes
Receive Product/Receipt

FIG. 36

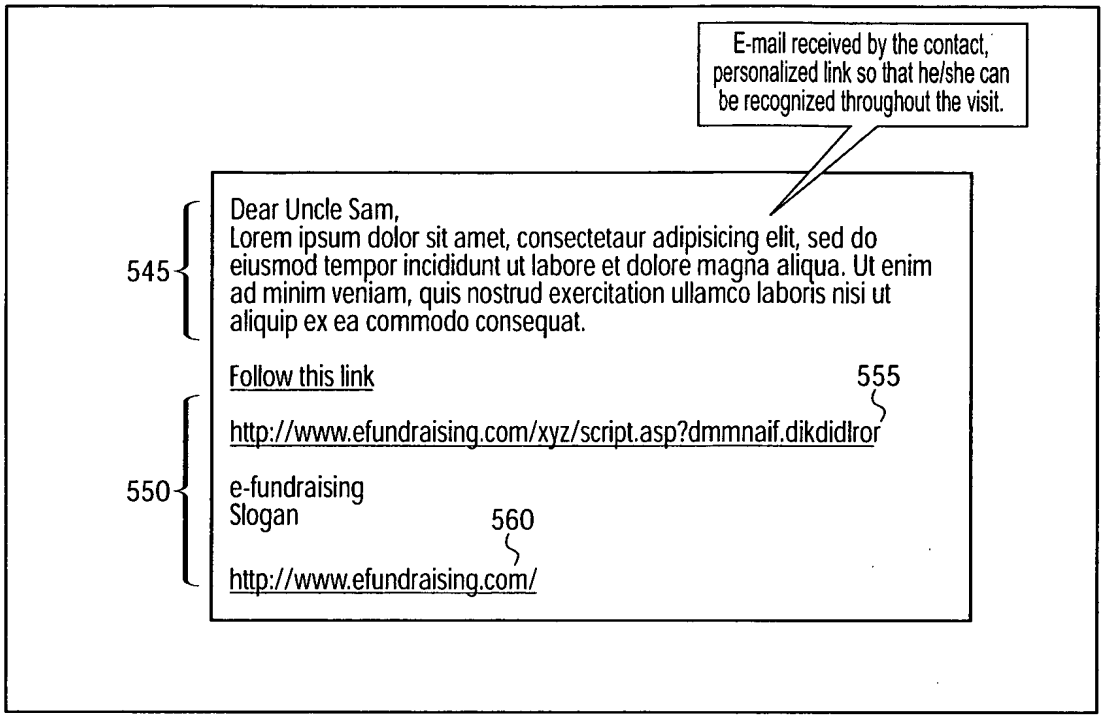

E-mail received by the contact, personalized link so that he/she can be recognized throughout the visit.
545
Dear Uncle Sam,
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Follow this link
555
http://www.efundraising.com/xyz/script.asp?dmmnaif.dikdidlror
550
e-fundraising
Slogan
560
http://www.efundraising.com/

FIG. 37

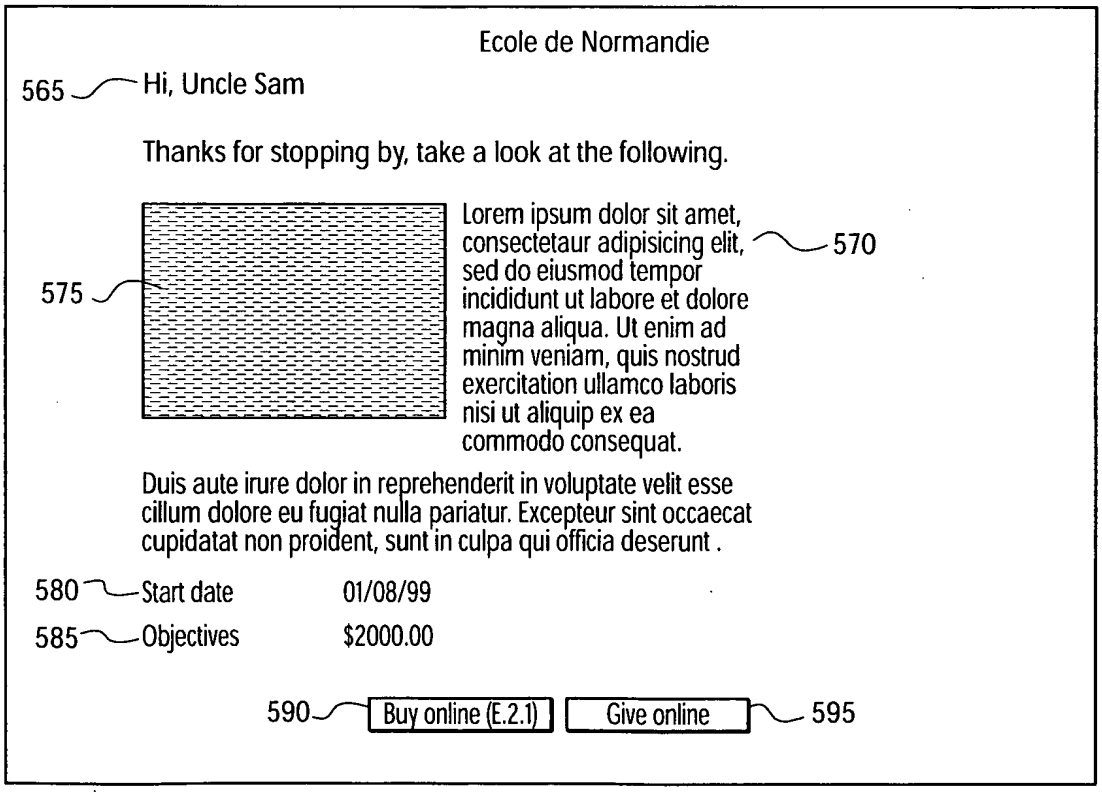

Ecole de Normandie
565
Hi, Uncle Sam
Thanks for stopping by, take a look at the following.
575
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
570
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt .
580
Start date
01/08/99
585
Objectives
$2000.00
590
Buy online (E.2.1)
Give online
595

FIG. 38

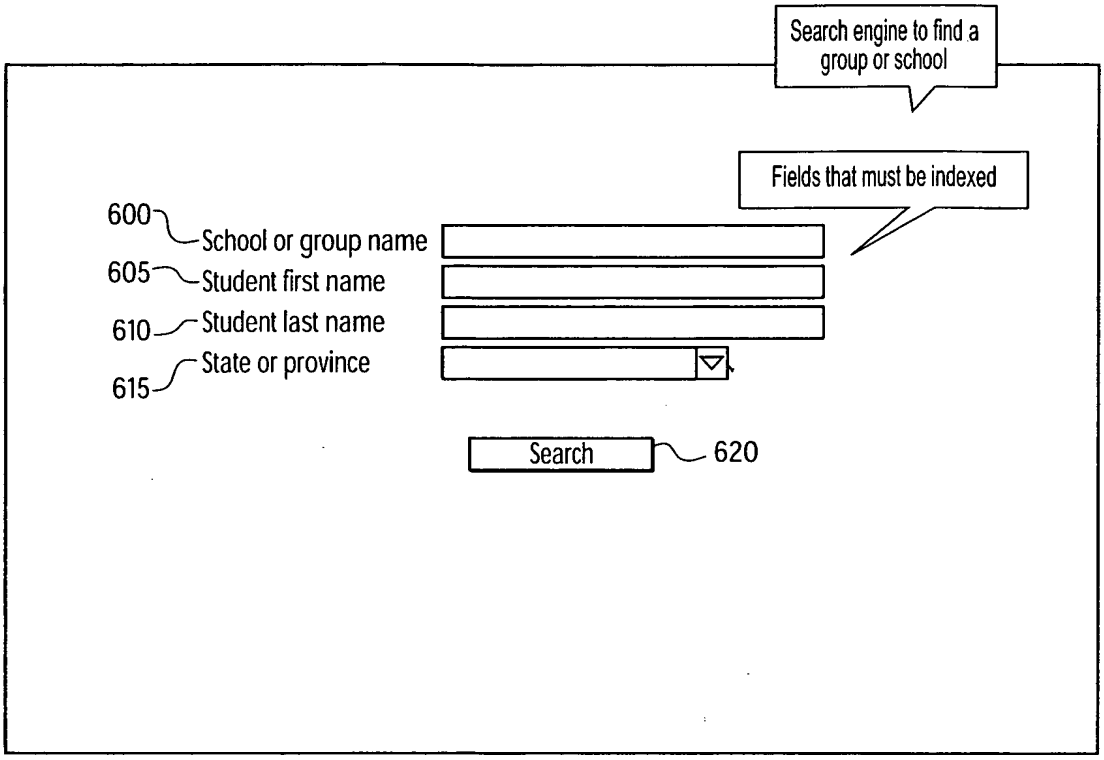

Search engine to find a group or school
Fields that must be indexed
600
School or group name
605
Student first name
610
Student last name
615
State or province
Search
620

FIG. 39

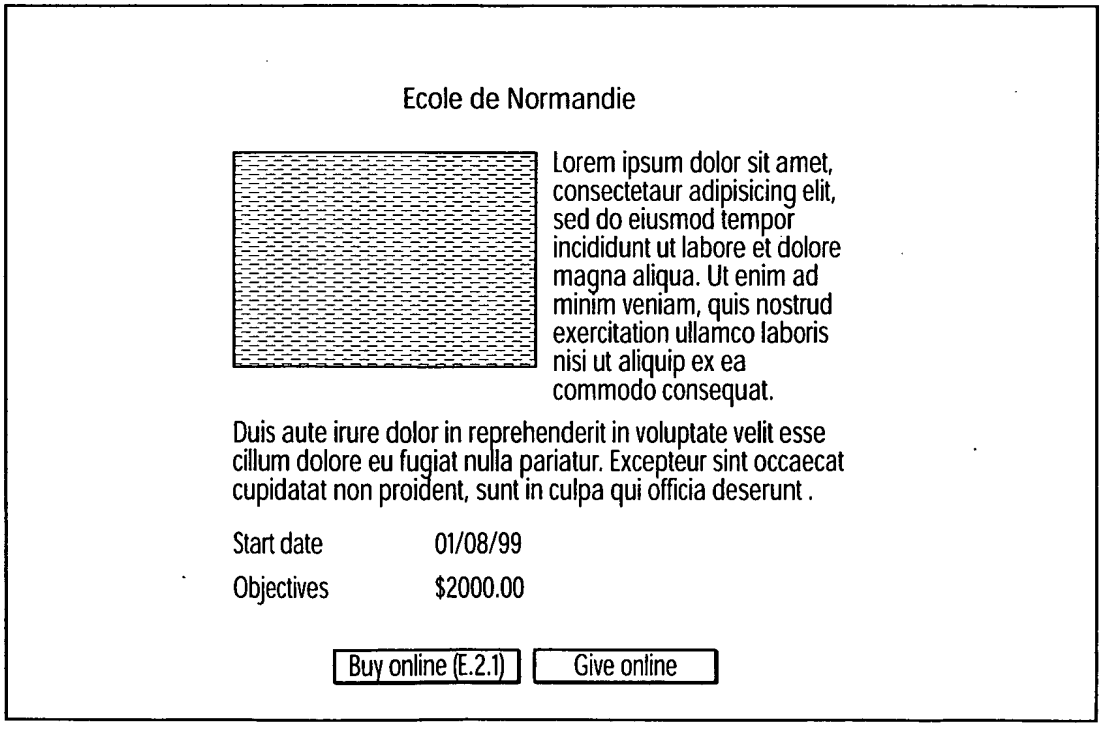

Ecole de Normandie
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt .
Start date 01/08/99
Objectives $2000.00
Buy online (E.2.1)
Give online

FIG. 40

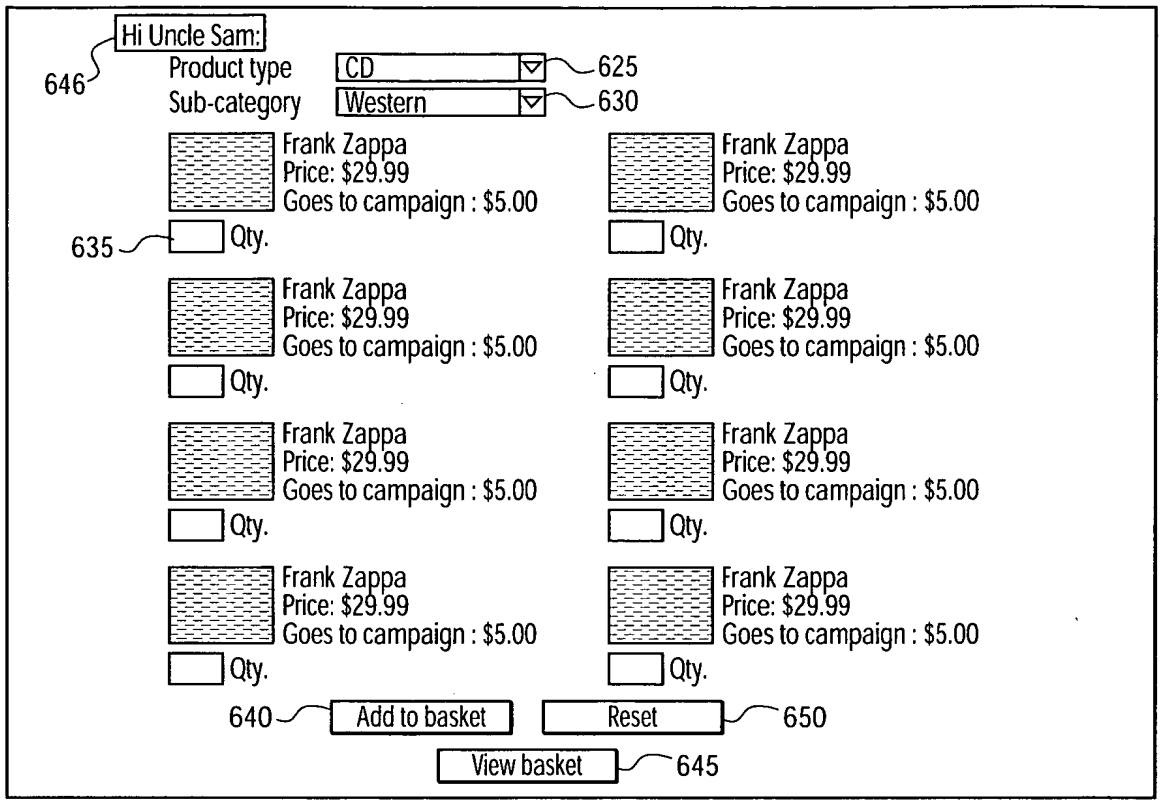

Hi Uncle Sam:
646
Product type
CD
625
Sub-category
Western
630
Frank Zappa
Price: $29.99
Goes to campaign : $5.00
Qty.
635
640
Add to basket
Reset
650
View basket
645

FIG. 41

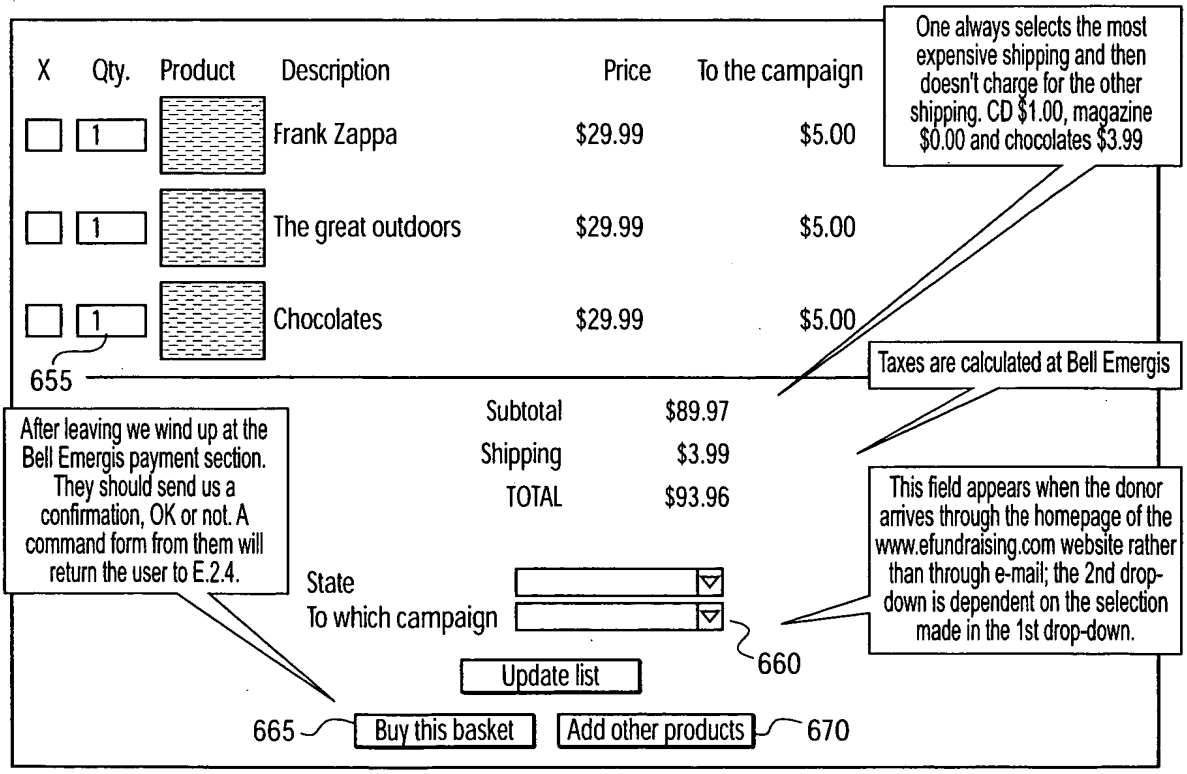

X
Qty.
Product
Description
Price
To the campaign
Frank Zappa
$29.99
$5.00
The great outdoors
Chocolates
655
One always selects the most expensive shipping and then doesn't charge for the other shipping. CD $1.00, magazine $0.00 and chocolates $3.99
Taxes are calculated at Bell Emergis
Subtotal
$89.97
Shipping
$3.99
TOTAL
$93.96
After leaving we wind up at the Bell Emergis payment section. They should send us a confirmation, OK or not. A command form from them will return the user to E.2.4.
This field appears when the donor arrives through the homepage of the www.efundraising.com website rather than through e-mail; the 2nd drop-down is dependent on the selection made in the 1st drop-down.
State
To which campaign
660
Update list
665
Buy this basket
Add other products
670

FIG. 42

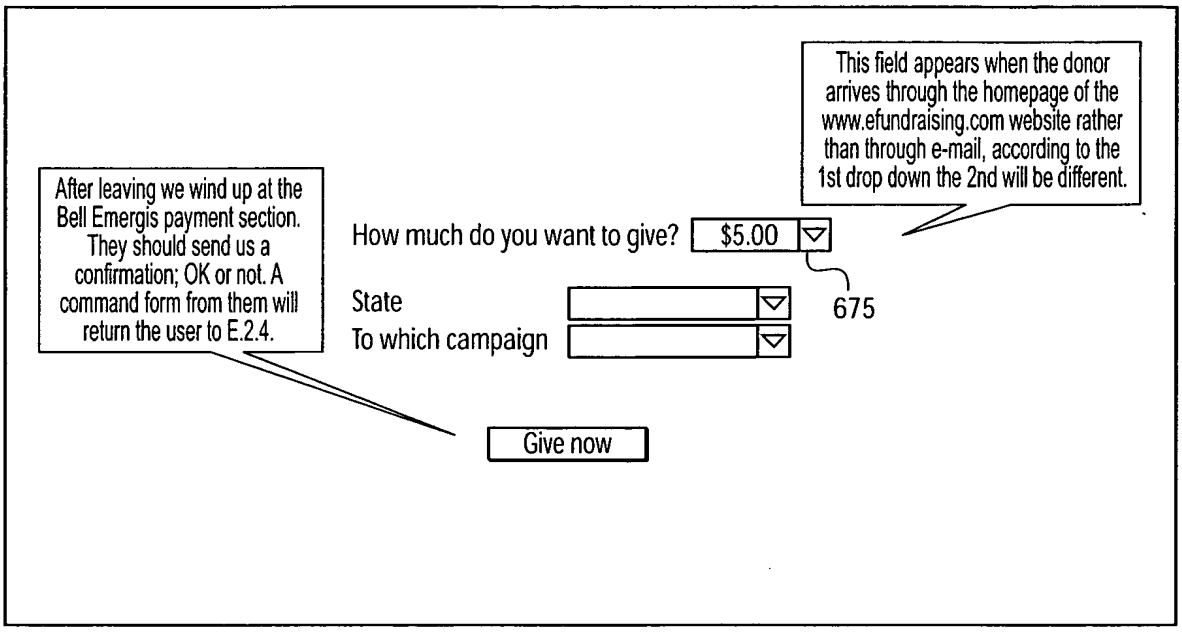

This field appears when the donor arrives through the homepage of the www.efundraising.com website rather than through e-mail, according to the 1st drop down the 2nd will be different.
After leaving we wind up at the Bell Emergis payment section. They should send us a confirmation; OK or not. A command form from them will return the user to E.2.4.
How much do you want to give?
$5.00
675
State
To which campaign
Give now

FIG. 43

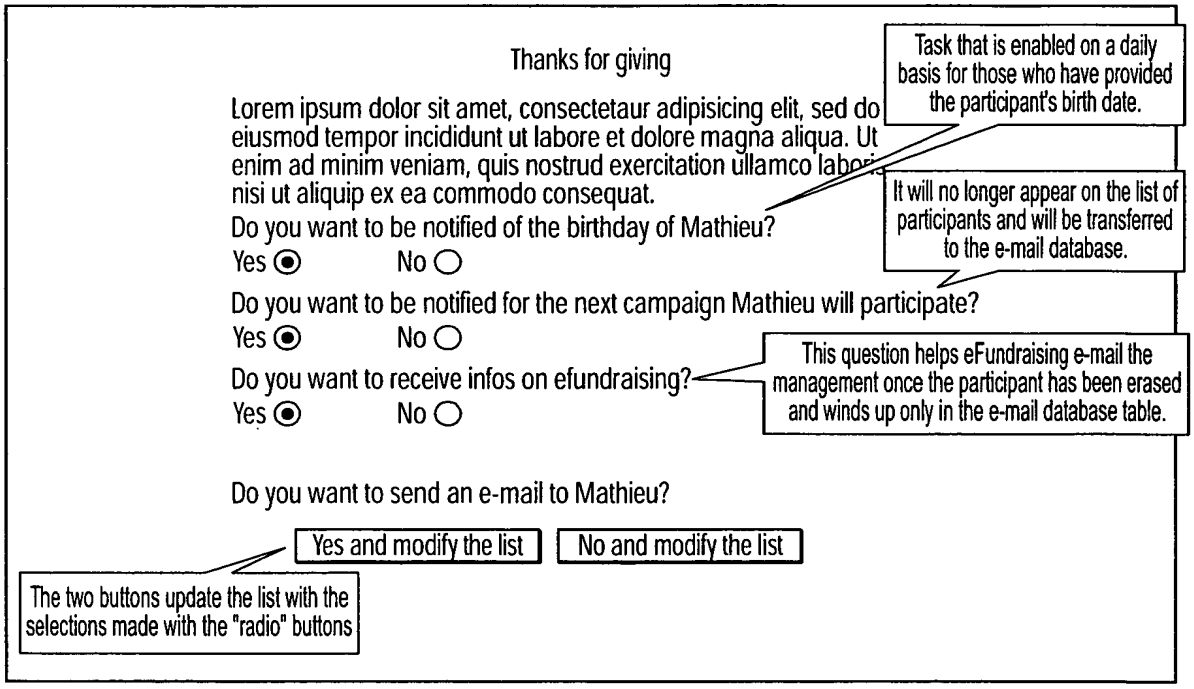

Thanks for giving
Task that is enabled on a daily basis for those who have provided the participant's birth date.
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco labo nisi ut aliquip ex ea commodo consequat.
Do you want to be notified of the birthday of Mathieu?
Yes ◉ No ○
It will no longer appear on the list of participants and will be transferred to the e-mail database.
Do you want to be notified for the next campaign Mathieu will participate?
Yes ◉ No ○
Do you want to receive infos on efundraising?
Yes ◉ No ○
This question helps eFundraising e-mail the management once the participant has been erased and winds up only in the e-mail database table.
Do you want to send an e-mail to Mathieu?
Yes and modify the list
No and modify the list
The two buttons update the list with the selections made with the "radio" buttons

FIG. 44

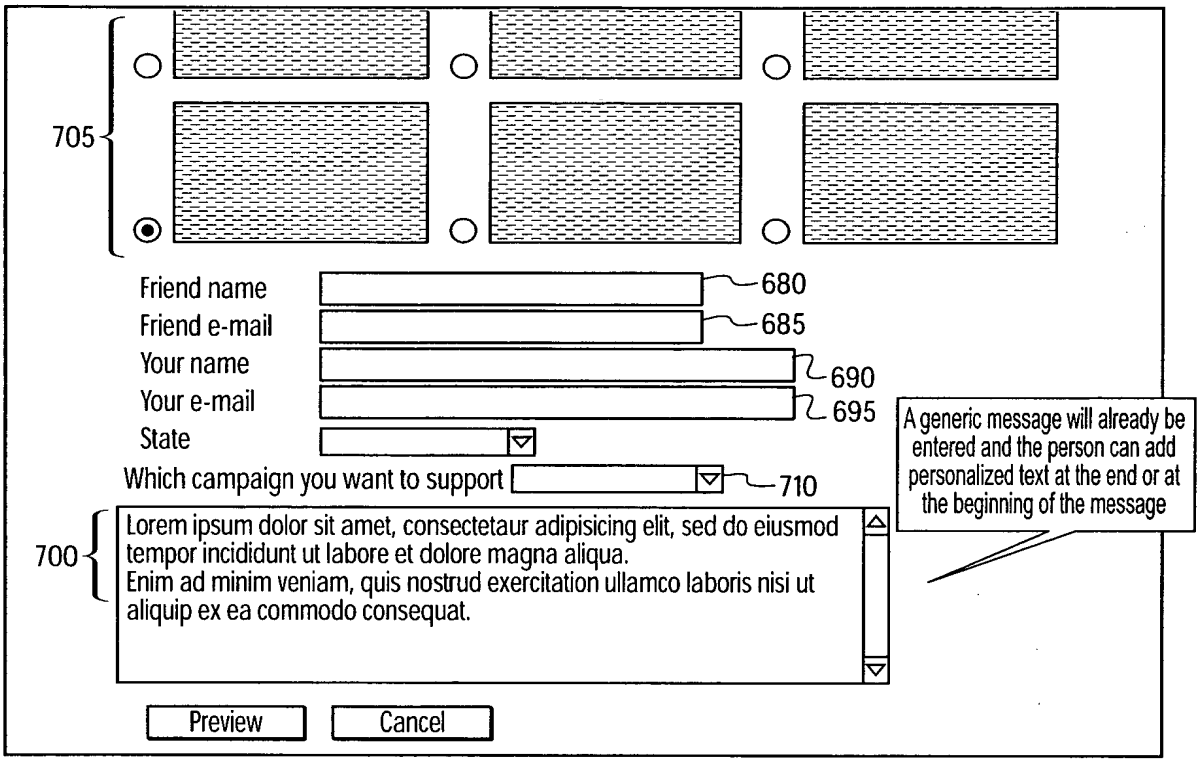

705
Friend name
680
Friend e-mail
685
Your name
690
Your e-mail
695
State
Which campaign you want to support
710
A generic message will already be entered and the person can add personalized text at the end or at the beginning of the message
700
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Preview
Cancel

FIG. 45

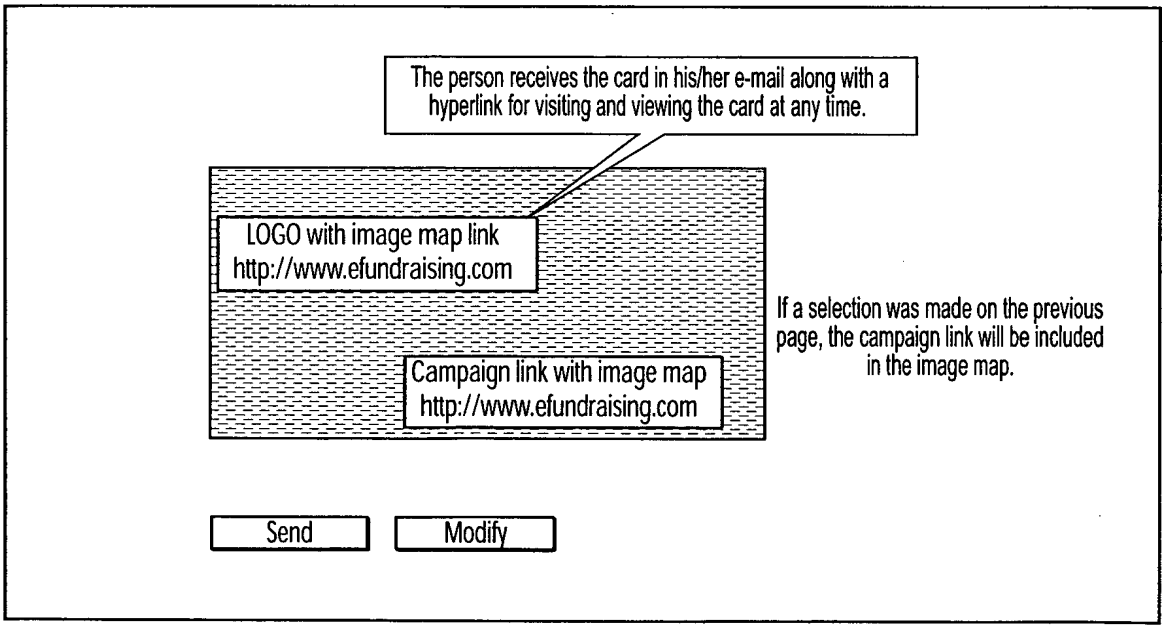

The person receives the card in his/her e-mail along with a hyperlink for visiting and viewing the card at any time.
LOGO with image map link
http://www.efundraising.com
Campaign link with image map
http://www.efundraising.com
If a selection was made on the previous page, the campaign link will be included in the image map.
Send
Modify

FIG. 46

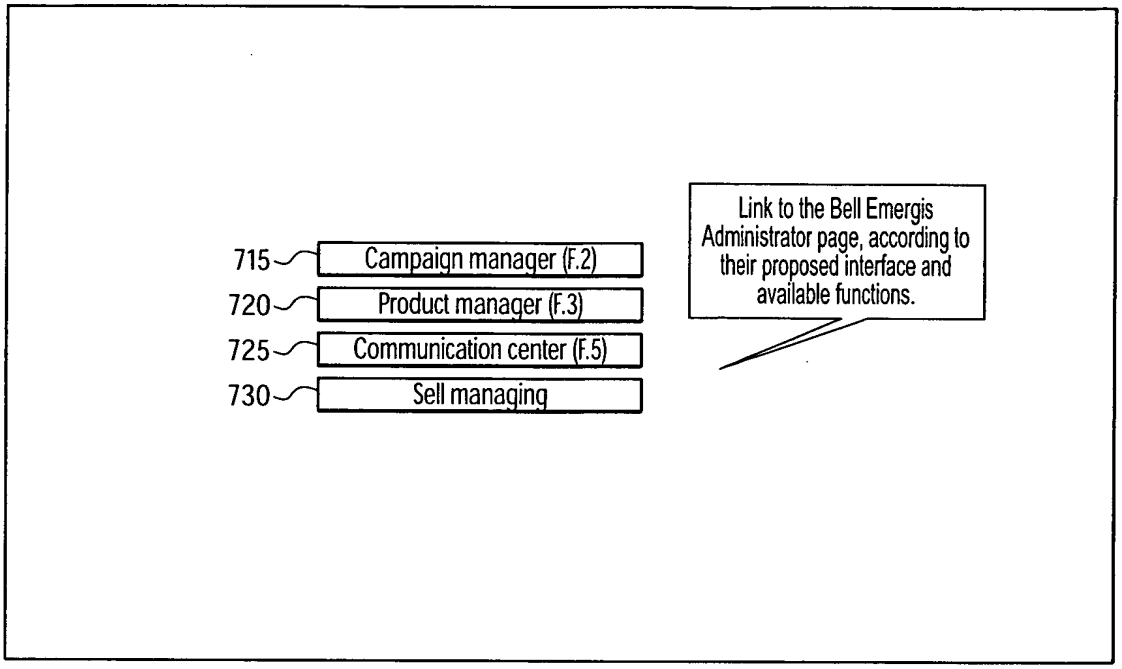

715
Campaign manager (F.2)
720
Product manager (F.3)
725
Communication center (F.5)
730
Sell managing
Link to the Bell Emergis Administrator page, according to their proposed interface and available functions.

FIG. 47

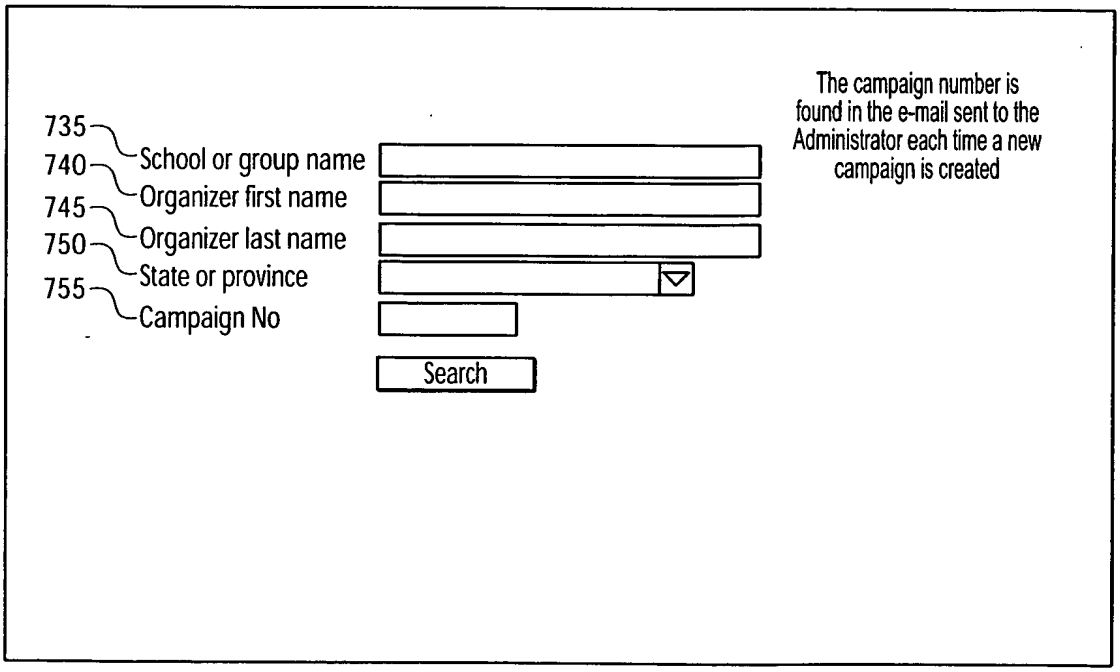

735
School or group name
740
Organizer first name
745
Organizer last name
750
State or province
755
Campaign No
Search
The campaign number is found in the e-mail sent to the Administrator each time a new campaign is created

FIG. 48

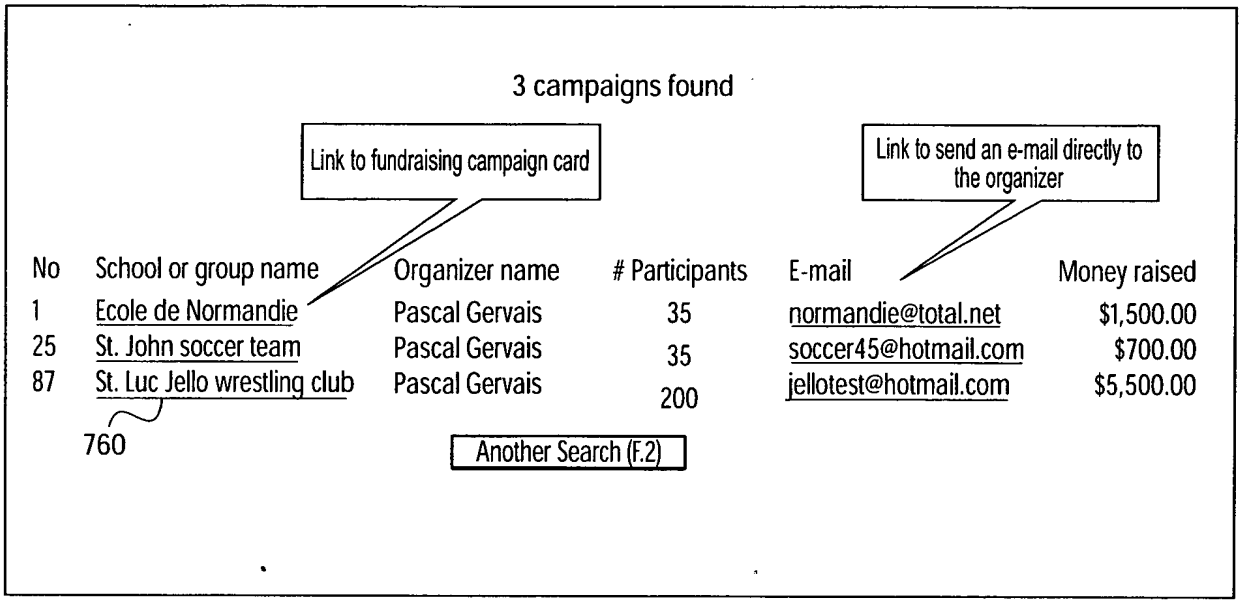

3 campaigns found
Link to fundraising campaign card
Link to send an e-mail directly to the organizer
No
School or group name
Organizer name
Participants
E-mail
Money raised
1
Ecole de Normandie
Pascal Gervais
35
normandie@total.net
$1,500.00
25
St. John soccer team
Pascal Gervais
35
soccer45@hotmail.com
$700.00
87
St. Luc Jello wrestling club
Pascal Gervais
200
jellotest@hotmail.com
$5,500.00
760
Another Search (F.2)

FIG. 49

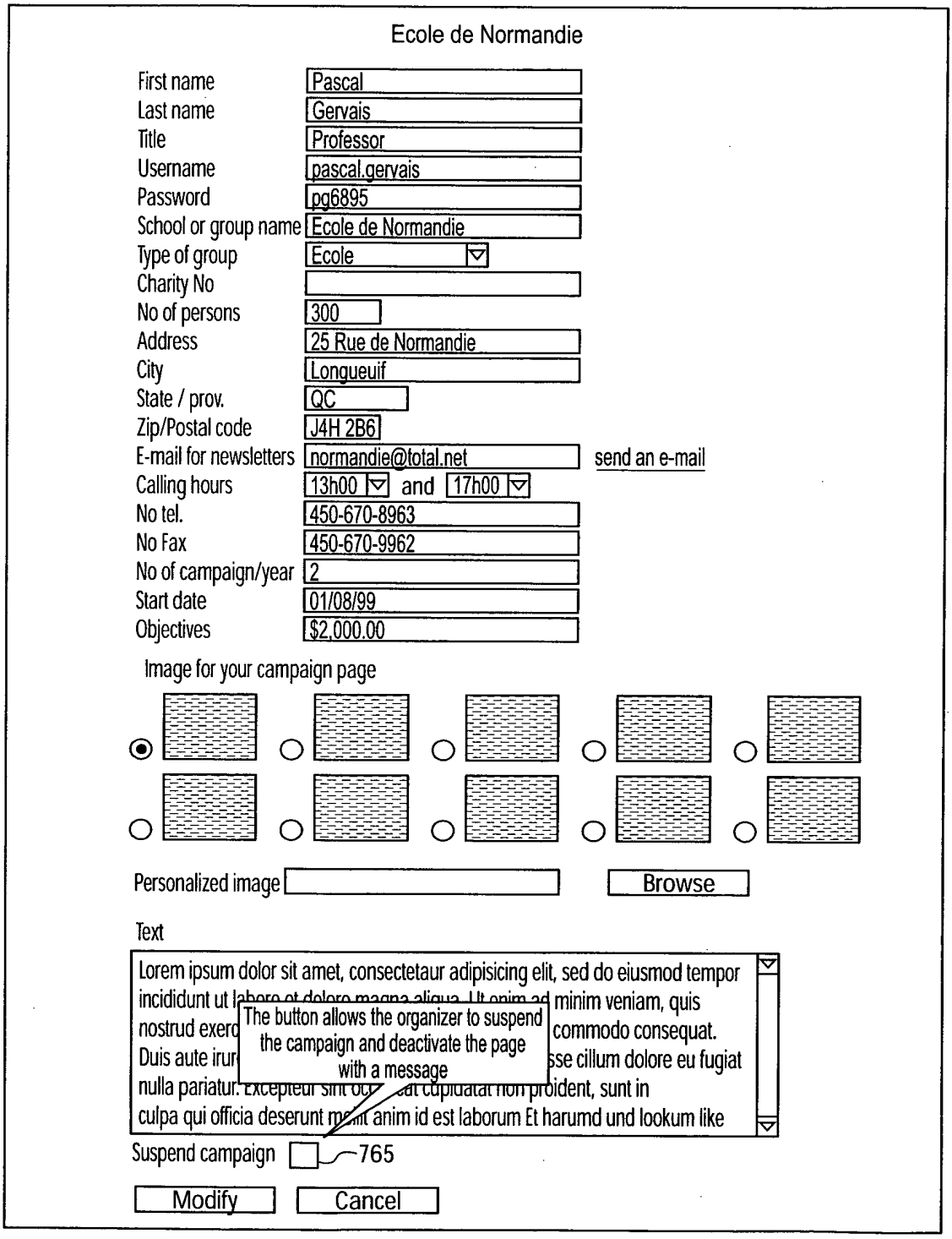

Ecole de Normandie
First name
Pascal
Last name
Gervais
Title
Professor
Username
pascal.gervais
Password
pg6895
School or group name
Ecole de Normandie
Type of group
Ecole
Charity No
No of persons
300
Address
25 Rue de Normandie
City
Longueuif
State / prov.
QC
Zip/Postal code
J4H 2B6
E-mail for newsletters
normandie@total.net
send an e-mail
Calling hours
13h00
and
17h00
No tel.
450-670-8963
No Fax
450-670-9962
No of campaign/year
2
Start date
01/08/99
Objectives
$2,000.00
Image for your campaign page
Personalized image
Browse
Text
Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor
incididunt ut
minim veniam, quis
nostrud exerc
commodo consequat.
Duis aute irur
sse cillum dolore eu fugiat
nulla pariatur.
culpa qui officia deserunt
anim id est laborum Et harumd und lookum like
The button allows the organizer to suspend the campaign and deactivate the page with a message
Suspend campaign
765
Modify
Cancel

FIG. 50

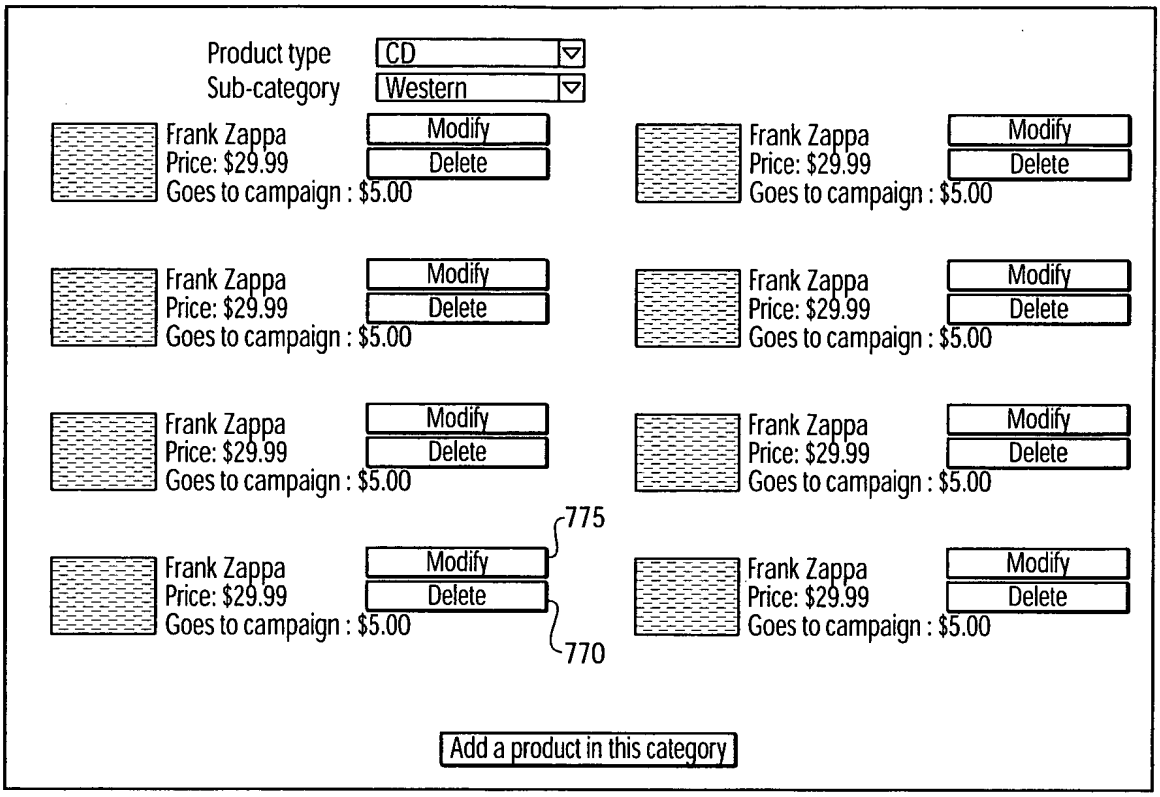

Product type
CD
Sub-category
Western
Frank Zappa
Price: $29.99
Goes to campaign : $5.00
Modify
Delete
775
770
Add a product in this category

FIG. 51

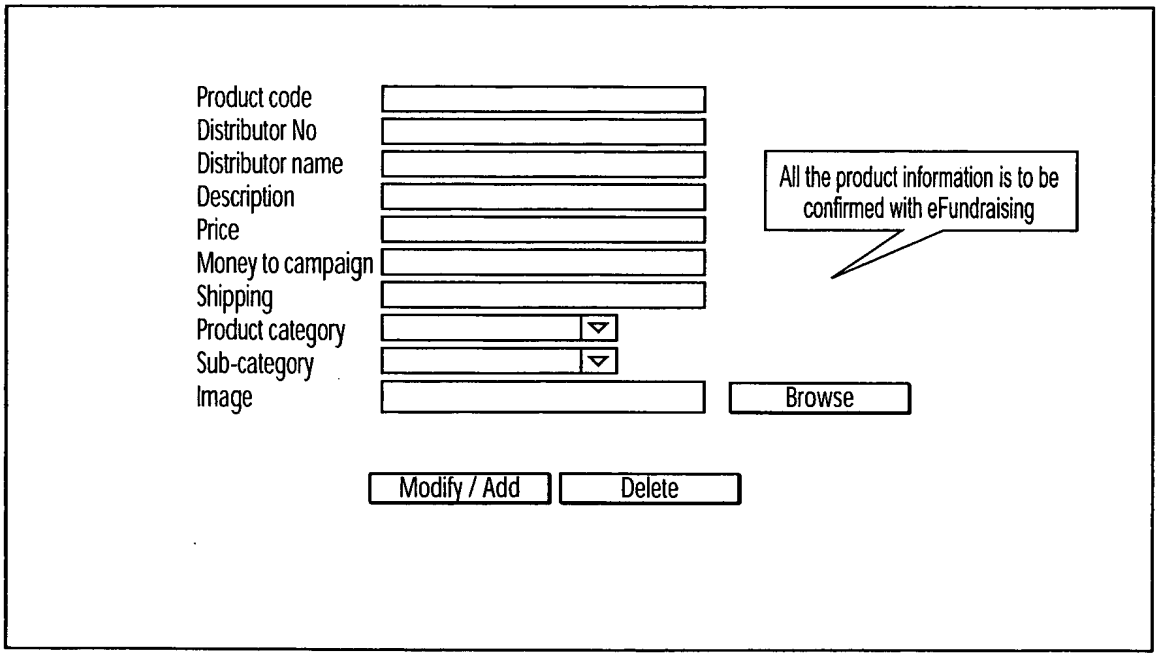

Product code
Distributor No
Distributor name
Description
Price
Money to campaign
Shipping
Product category
Sub-category
Image
Browse
All the product information is to be confirmed with eFundraising
Modify / Add
Delete

FIG. 52

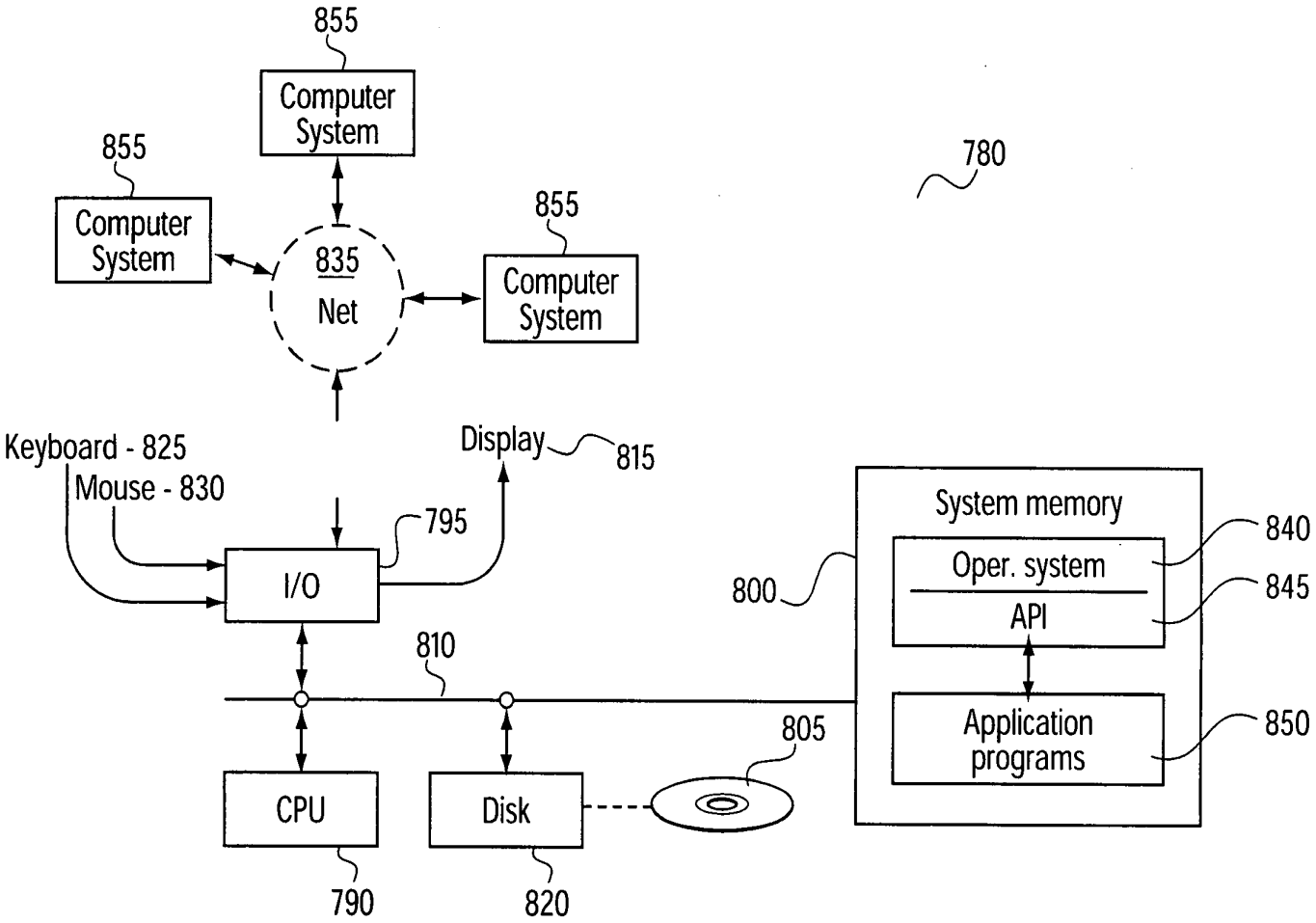

855
Computer System
855
Computer System
855
Computer System
835
Net
780
Keyboard - 825
Mouse - 830
Display
815
795
I/O
810
System memory
800
Oper. system
API
840
845
Application programs
850
805
CPU
Disk
790
820

FIG. 53

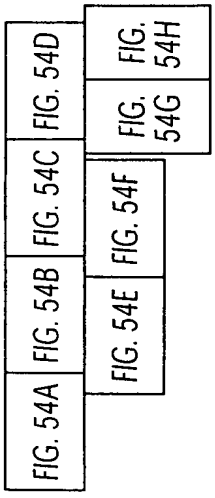


FIG. 54

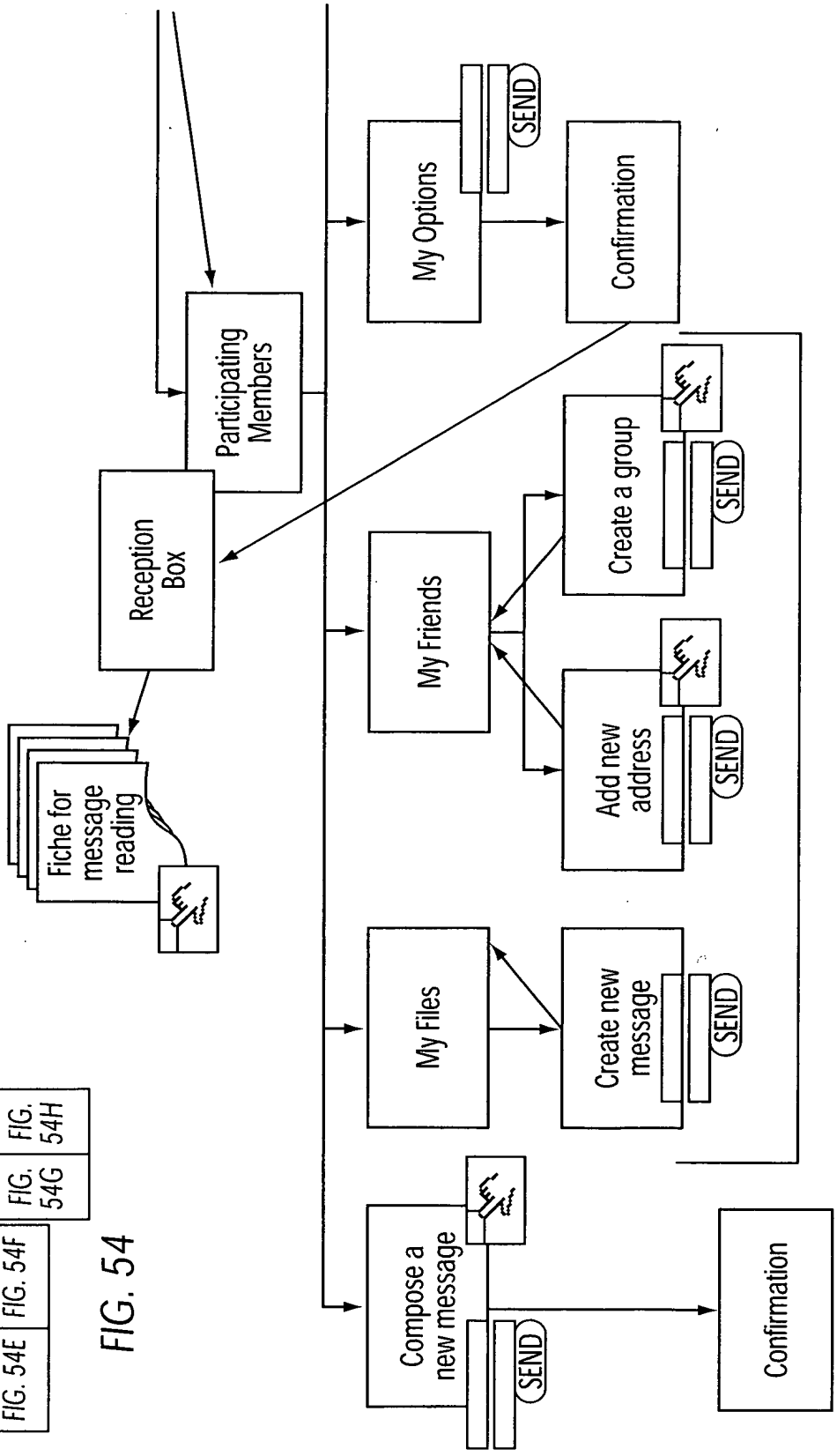


FIG. 54A

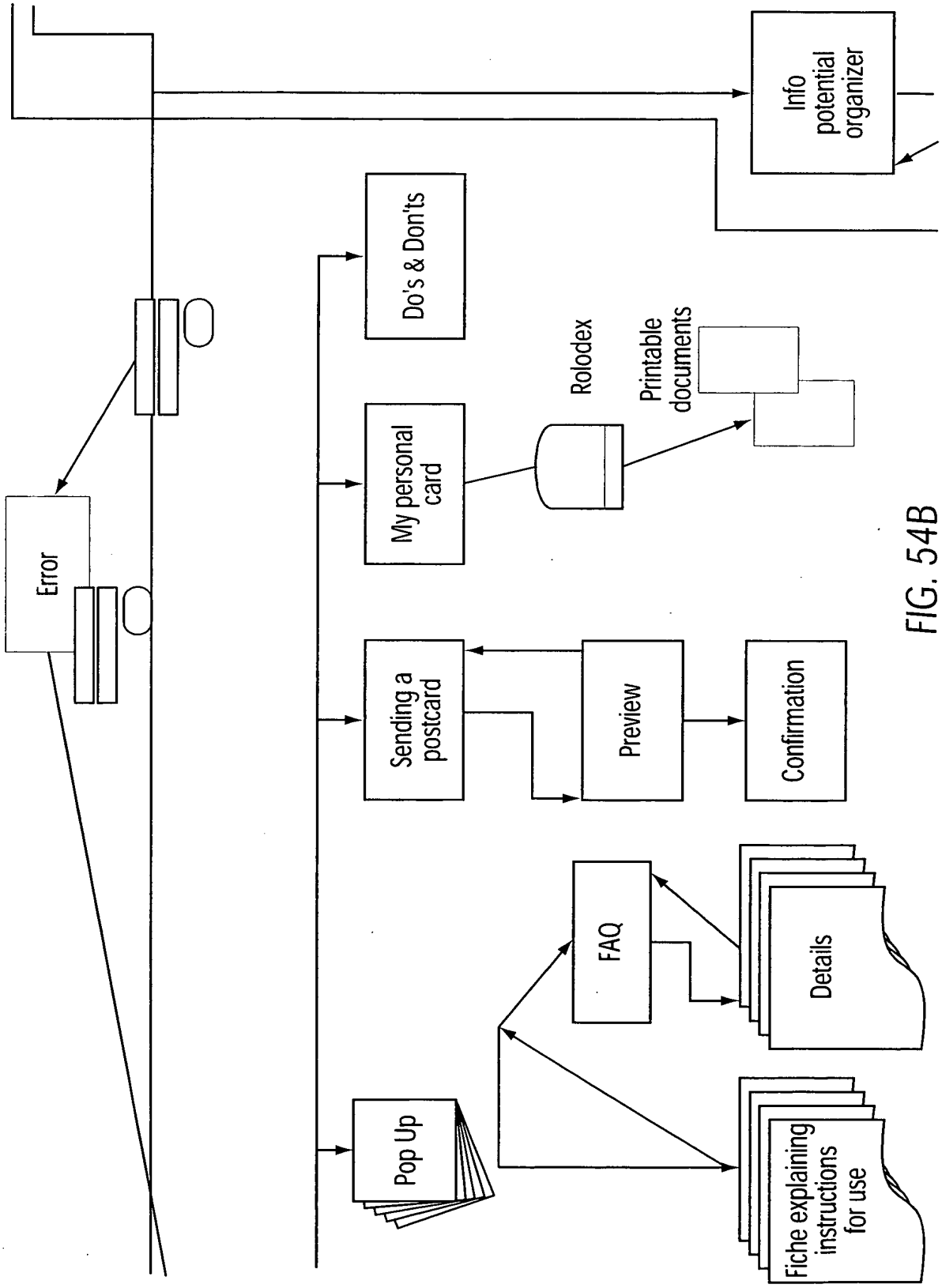

Info potential organizer
Do's & Don'ts
Rolodex
Printable documents
My personal card
Error
Sending a postcard
Preview
Confirmation
FAQ
Details
Pop Up
Fiche explaining instructions for use

FIG. 54B

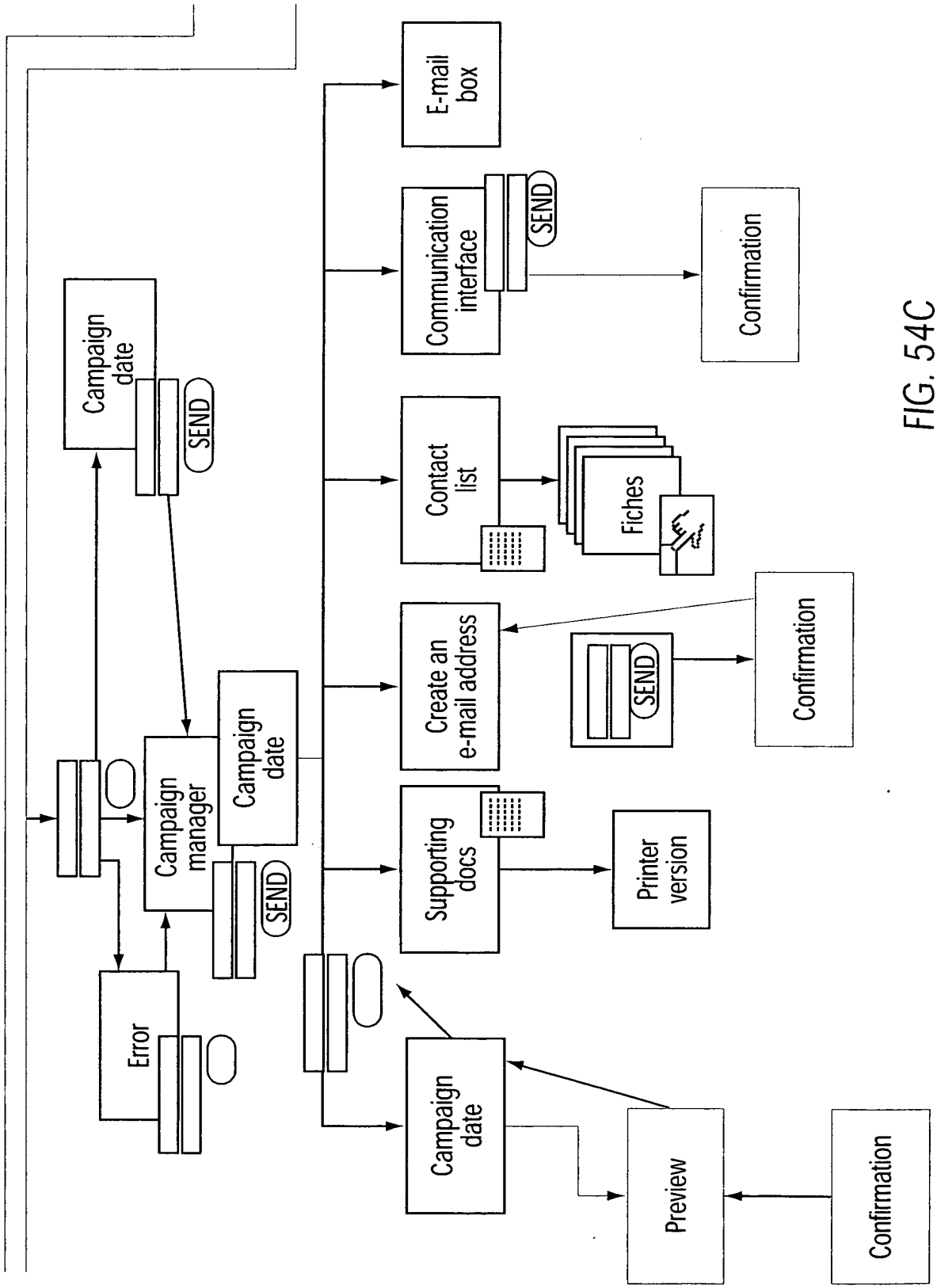

Campaign date
SEND
Campaign manager
Campaign date
SEND
Error
E-mail box
Communication interface
SEND
Confirmation
Contact list
Fiches
Create an e-mail address
SEND
Confirmation
Supporting docs
Printer version
Campaign date
Preview
Confirmation

FIG. 54C

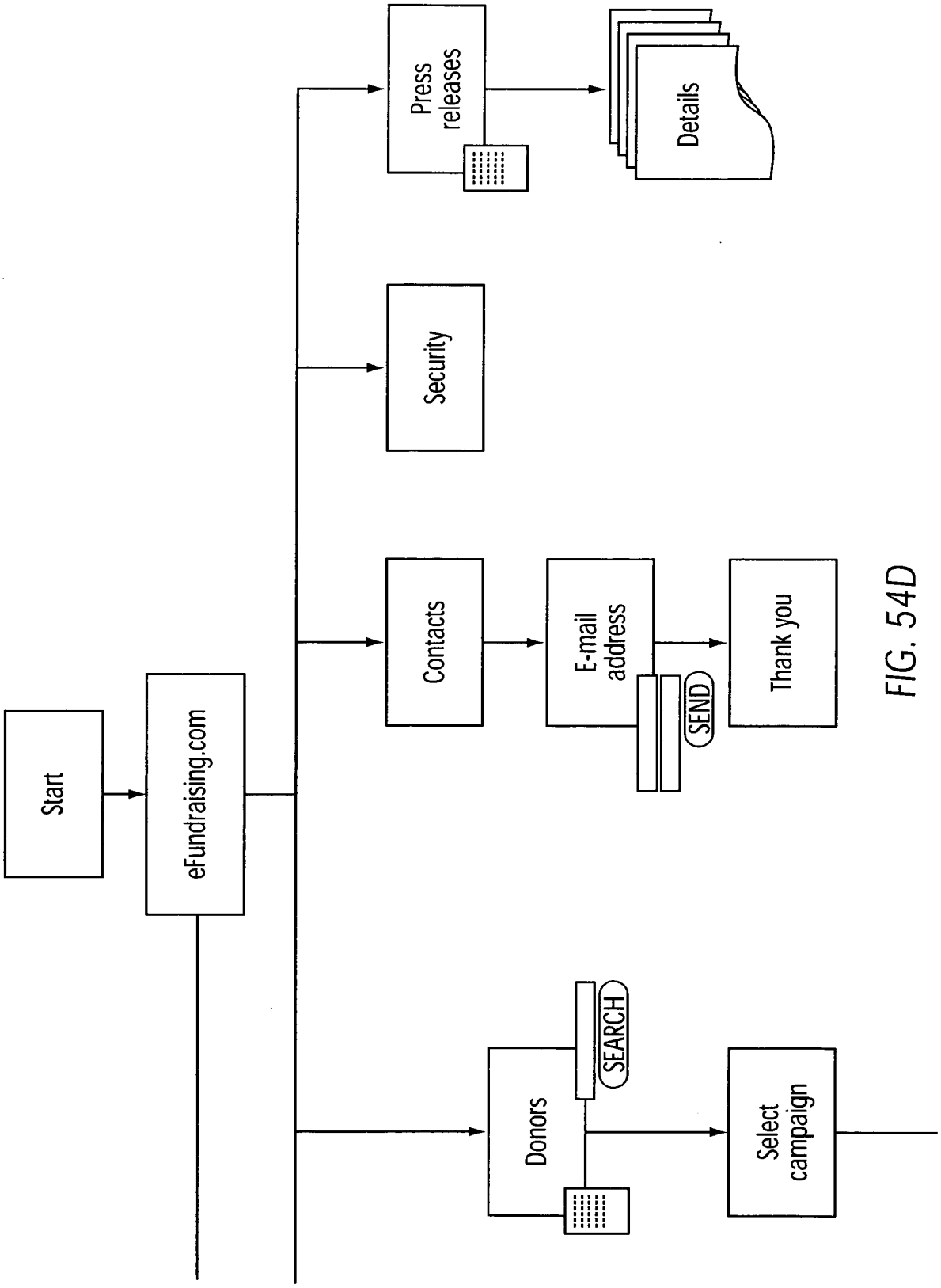

Start
eFundraising.com
Press releases
Details
Security
Contacts
E-mail address
SEND
Thank you
Donors
SEARCH
Select campaign

FIG. 54D

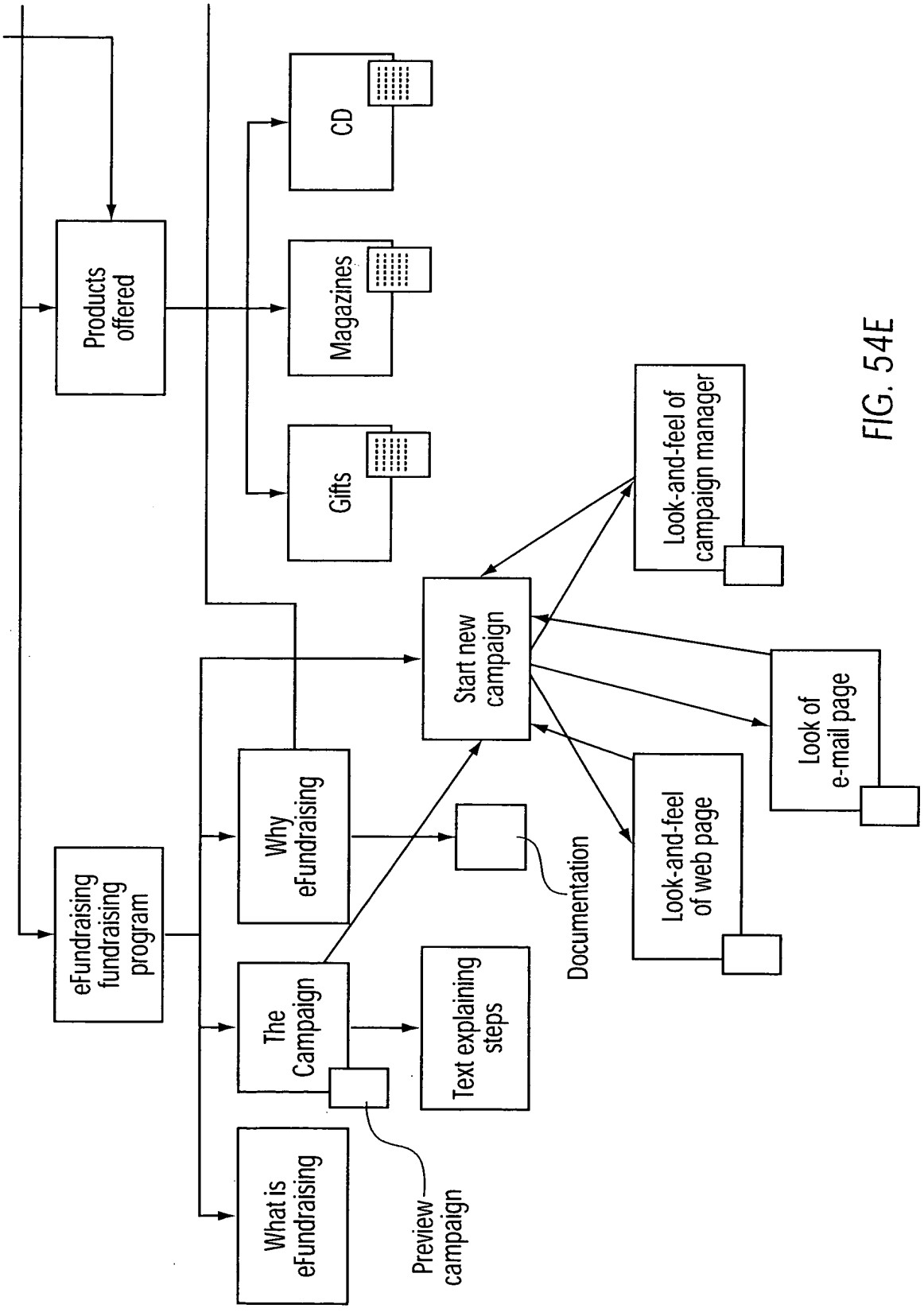

eFundraising fundraising program
Products offered
CD
Magazines
Gifts
Why eFundraising
What is eFundraising
The Campaign
Preview campaign
Text explaining steps
Documentation
Start new campaign
Look-and-feel of campaign manager
Look of e-mail page
Look-and-feel of web page

FIG. 54E

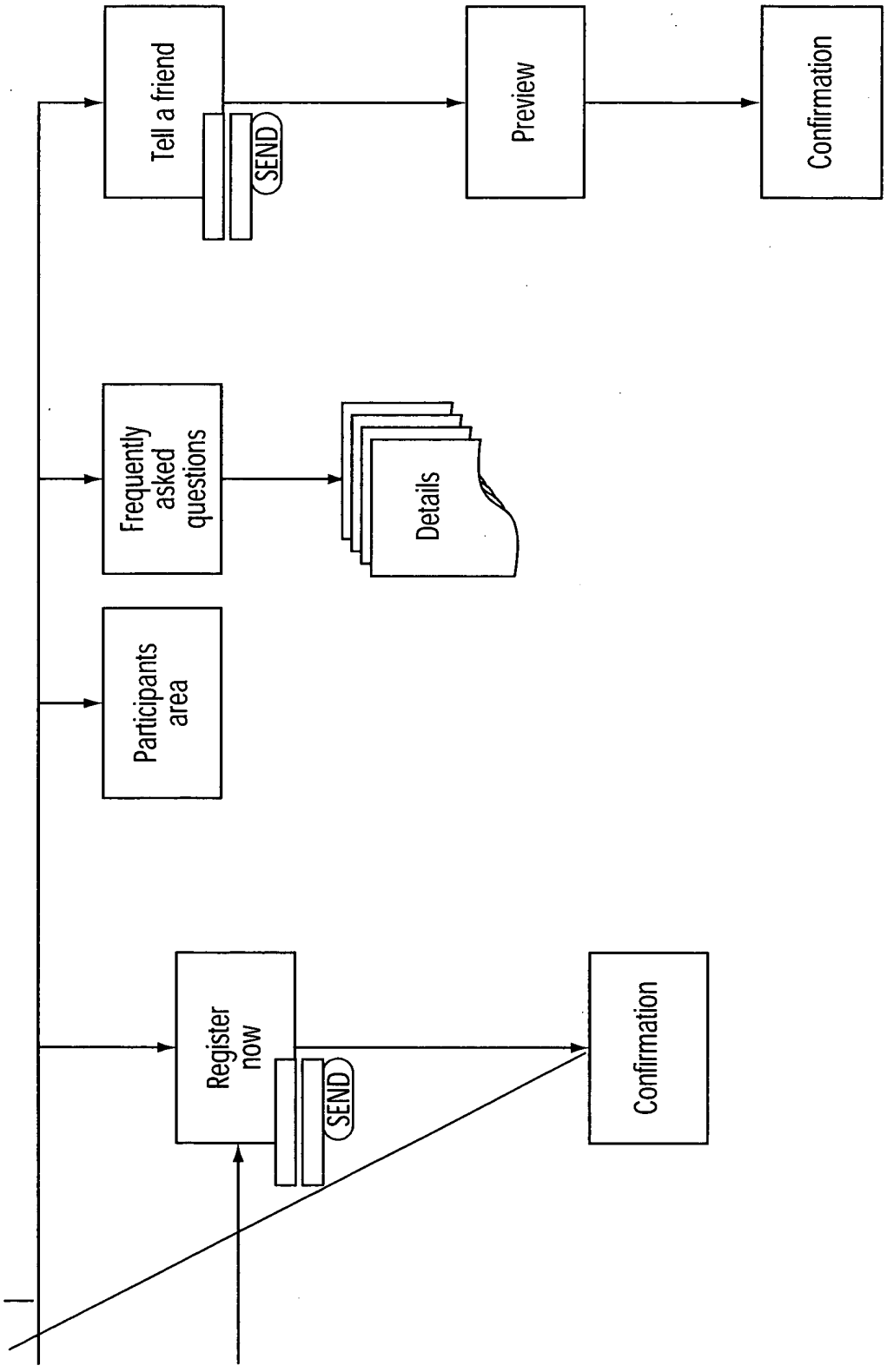

Tell a friend
SEND
Preview
Confirmation
Frequently asked questions
Details
Participants area
Register now
SEND
Confirmation

FIG. 54F

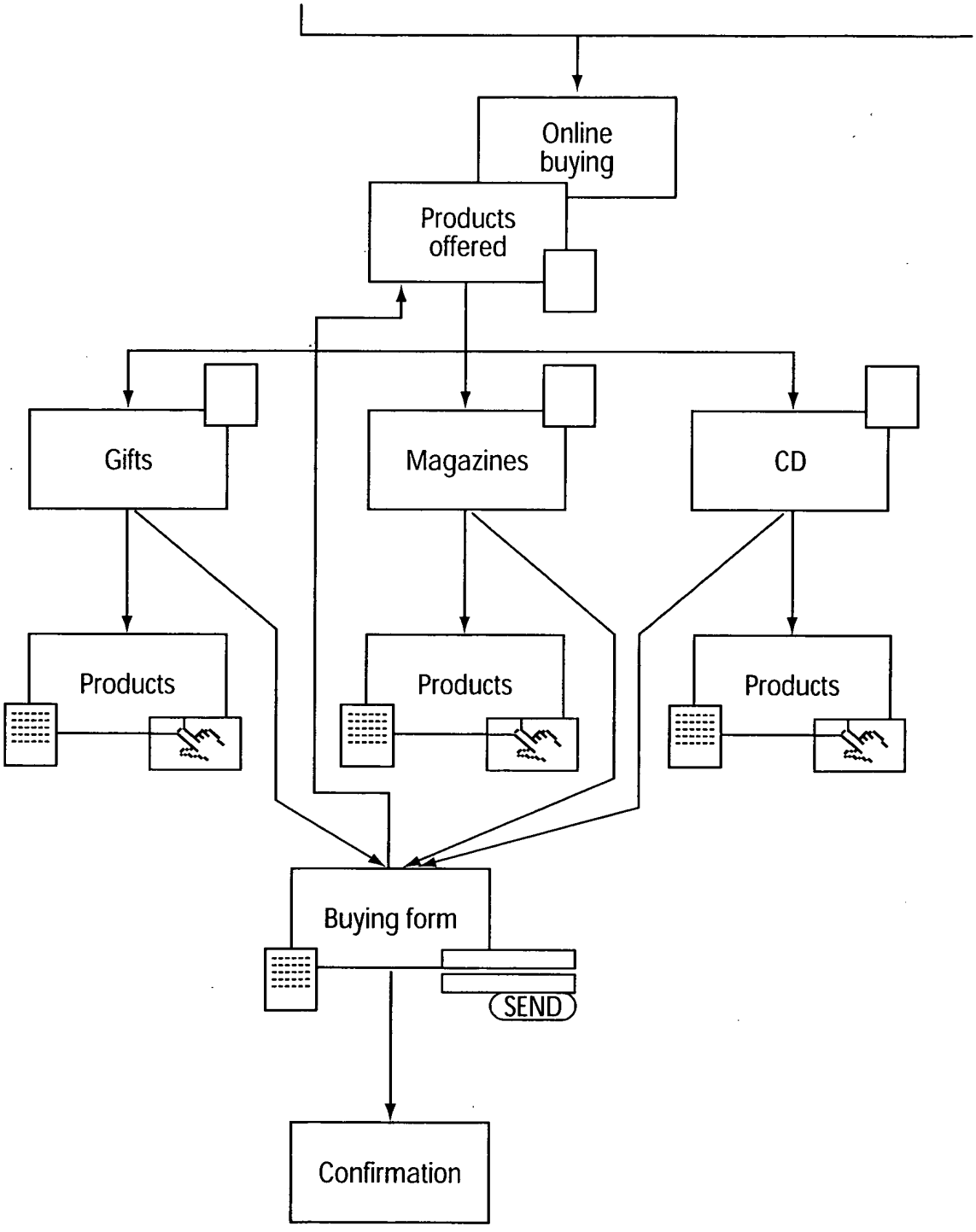

Online buying
Products offered
Gifts
Magazines
CD
Products
Products
Products
Buying form
SEND
Confirmation

FIG. 54G

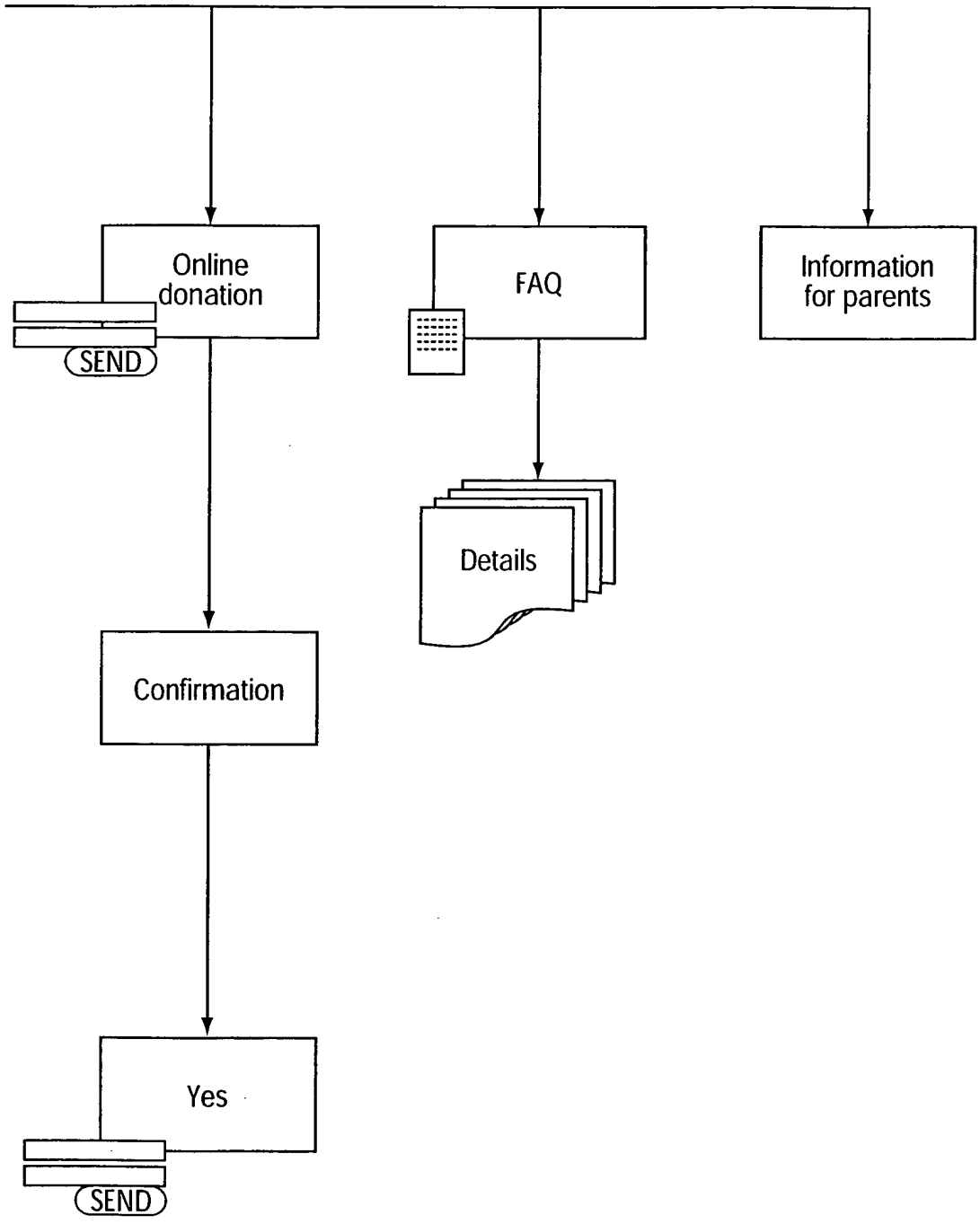

Online donation
SEND
FAQ
Information for parents
Details
Confirmation
Yes
SEND

FIG. 54H